

Madeline Miranda

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WORK EXPERIENCE

VCU Brandcenter

Graduate Admissions Assistant

October 2021 - Present

Richmond, Virginia

- Serves as the first point of contact for prospective students by leading individual tours, engaging prospects through phone calls, and linking aspiring students with current students
- Conducts preliminary research for outreach programs and aids with the planning and implementation of recruitment events- both virtual and in-person
- Provides training and mentorship to current students assisting with admissions and recruitment events

Cardinal Financial

Marketing Specialist

November 2020 - March 2021

Irvine, California

- Implemented a process to streamline the data management of 100+ lists and designed a segmentation strategy to optimize the messaging and effectiveness of the company's email marketing campaigns
- Positively impacted sales revenue and recruiting quotas through the creation of 20 one-off emails using HTML templates and responsive design
- Developed email marketing operations for the entire division by migrating to a new email marketing platform and conceptualized a procedure to kickstart marketing automation and email drip campaign

Courtlandt Financial Group

Marketing Coordinator

September 2019 - August 2020

Irvine, California

- Optimized marketing automation and lead-nurturing process through the creation of workflows and sequences on HubSpot, increasing webinar attendance by an average of 30%
- Streamlined the company's business operations by refining the consumer journey process and developing marketing strategies for their 3 business divisions
- Created email drip campaigns and updated existing marketing collaterals based on consumer research behavior in order to improve client/prospect management

Global Media Post

Project Coordinator

August 2018 - March 2019

Hong Kong

- Negotiated and executed client-specific print and online media content for international publications by planning over 150 meetings with government leaders and business executives
- Generated strategic plans to travel and cover 6 US states through researching and identifying key markets per region
- Produced client-specific print and online editorial content for international publications
- Monitored a CRM database of over 1000 potential clients and managed client relations through effective communication, increasing lead generation by 22%

EDUCATION

VCU Brandcenter

MS in Business/Branding with a Concentration in Art Direction

August 2021 - Present

Richmond, Virginia

- Chaney Brandcenter Diversity Scholarship Recipient

Ateneo de Manila University

BS Communications Technology Management with a Minor in Marketing

June 2014 - May 2018

Manila, Philippines

- Dean's List Awardee 2017-2018

KEY SKILLS & APPLICATIONS

- **Skills:** Art Direction, Graphic Design, Video Production, Experience Design, Strategy, Marketing
- **Applications:** Adobe Creative Suite, G Suite, MS Office, Figma