

MADISEN OLSEN

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EDUCATION

VANDERBILT UNIVERSITY

Nashville, TN

Master of Marketing, May 2024

- Coursework: Marketing Communications: Advertising and Social Media, New Product Development, Digital Marketing Strategy, Retailing, Selling Strategy: Promotions, Persuasion and Public Relations, Brand Management, Marketing Strategy, Consumer Behavior
- Photoshop and Google Analytics Certified

UNIVERSITY OF OREGON

Eugene, OR

Bachelor of Science in Business Administration, June 2023

Major: Business Administration with concentration in Marketing; Minor: Media Studies

- GPA: 3.7; Dean's List 8 Quarters
- Student-Athlete, Tennis Player, achieving highest GPA on team 2019-2021
- ITA Scholar Athlete 2020; PAC-12 Spring Academic Honor Role 2021, 2022, 2023
- Major Coursework includes Marketing, Accounting, Finance, Operations Business Analytics, Business Strategies

EXPERIENCE

NÉCESSAIRE

Nashville, TN

2024

Marketing Intern

- Engaged in cross-functional initiatives focused community support, influencer accounts, and social media support
- Coordinated seeding/gifting programs to amplify products with television and production studios
- Directed strategic product placements to key influencers, celebrities, creators, and brand representatives
- Executed new partnership search and provided key partners that will elevate brand
- Tracked Nécessaire product usage across all platforms and research against competitors
- Analyzed social media metrics such as EMV, impressions, and reaches to determine best performing partnerships

FASTBREAK ENTERTAINMENT

Los Angeles, CA

2023, 2019

Product Placement Intern

- Assisted CEO/Owner in product tracking and client communications.
- High profile entertainment marketing company specializing in product placement and integrations of Fortune 500 companies on today's top prime time television, streaming, and theatrical projects
- Conducted Research on potential clients and gathered critical information such as CEO, CMO, prop masters, and client intel

UNIVERSITY OF OREGON STUDENT ATHLETE

Eugene, OR

2019-2023

Student-Athlete Tennis Player

- Represented University of Oregon in tennis throughout all 4 years of college
- Engaged with seven international players, fostering cultural understanding and upholding team values
- Collaborated with teammates to build a comfortable and welcoming environment for incoming freshman
- Exemplified teamwork, instilling morals, values, and accountability that contributed to the team's success

IMG ACADEMY

Bradenton, FL

Summer 2022

Tennis Coach

- Coached youth tennis to approx. thirty 11–18-year-olds per week at the prestigious Bollettieri Tennis Academy at IMG Academy
- Motivated and inspired young athletes, fostering their best performance and imparting insights about reaching the collegiate level
- Led various drills and partnered with colleagues to craft effective workouts and supportive environment for optimal development

ADDITIONAL

- Palos Verdes High School 4 Year Varsity Tennis Player/ Team Captain/ GPA: 4.1
- Computer Skills Proficiency in Canva, Microsoft Excel, and PowerPoint, Google Analytics Certified.