

MADISON AMBROGIO



CONTACT:



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I am an Advertising major and Fashion Merchandising minor at the University of Georgia. My emphasis is in Social and Digital Media. I am currently working on my certificate in New Media studies which focuses on web development, social media and its analytics, and emerging technologies. At the moment, I am receiving my certification in Google Analytics and Google AdWords as these are imperative in maximizing potential of social media campaigns. As a junior, I hope to gain field experience working as a content creator for a brand's social media platforms, including blogs, Instagram, and Twitter, as well as using social media as an asset for gaining brand awareness.

CAPABILITIES/SKILLS:

PROFESSIONAL:

Team Leader
Correspondence
Customer Service
Multi Tasking
Effective Communicator
Flexible

PERSONAL:

Detail Oriented
Creative and Abstract
Thinker
Quick to Learn
Motivated to Succeed
Ability to Work on Team

PROFICIENT IN:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Wordpress Blogsite
UNUM App
Photography
Microsoft Word and Powerpoint

EDUCATION:

Alpharetta High School: 2015, College Preparatory Diploma. Honors

University of Georgia: 2015-Current.

Advertising | New Media | Fashion Merchandising

3.82 GPA

Dean's List Fall 2015-Spring 2017. Presidential Scholar Spring 2016

John D. Kehoe Cortona Center: May 2016-August 2016

Study Abroad Program for Studio Art

3.8 GPA, 9 Transfer Credits

EXPERIENCE:

Kinnucan's Specialty Outfitters (Avalon): 2014-2015, Team Leader
Assisted with daily tasks such as inventory, maintaining positive relationships between guests and employees, styling the mannequins, opening and closing duties, and promoting in-store deals and discounts. Also lead pre-shift meetings and delegated zones and tasks to Team Members.

Media and Design Intern: Ambrosport, May 2017-August 2017

Created content for upcoming product launch, corresponded between retailers such as Southern Proper, Brewer's Lantern, Ivory Ella, and Fila, designed sample garments in Illustrator to be used in production. Began working on developing an E-Commerce site on Shopify platform for upcoming product launch.

Freelance Designer and Photographer: May 2016-Current

Create digital and studio artwork for clients. Artwork can range from large scale works such as murals and tapestries to logos, t-shirt designs, and smaller canvases. Experienced photographer and photo editor. Photo projects have included senior pictures, family portraits, and content creation for web development.

New Media Student: Current

Enrolled in a class that teaches students html coding, how to build a website from the ground up, and how to create interactive web pages. Currently understand basic html and can incorporate into other web platforms, such as Wordpress.

Also working on a semester long research project that focuses on how people use social media to promote their own personal brand, themselves. This project will study how a brand can gain a large following based on research done about content creation, content posting, reach and frequency, and studying people who are successful in generating followers

UGA AD Club: Current

Help coordinate and attend networking events, attend industry tours, learn valuable skills to help prepare for a future in Advertising.



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