MADISON BURACK

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EDUCATION

New York University, Leonard Stern School of Business, New York, NY — Expected May 2024
Business, Bachelor of Science
Minor: Business of Entertainment, Media and Technology; Dance
Classes: Entertainment and Media Industries, Business Structure of the Music Industry (Spring 2023)
GPA: 3.484

PROFESSIONAL EXPERIENCE

AMERICAN BALLET THEATRE | New York, NY — January 20, 2023 - May 2023
Membership and Special Events Intern

- Identify companies to be potential sponsors for ABT's opening night gala
- Maintain donor database to ensure proper distribution of tax records to members

OFFWEGO | Alexandria, VA — June 2022 - September 2022
Marketing and Events Intern

- Analyzed key user metrics on OffWeGo's accounts across various social media platforms to develop an effective marketing strategy
- Implemented social media strategies for OffWeGo's Instagram and TikTok, increasing the number of active OffWeGo app users
- Designed content for OffWeGo's social media accounts that clearly communicated its value to potential users
- Ensured consistent brand promotion through the supervision of over 25 micro-influencers

ABERCROMBIE AND FITCH | Natick, MA — January 2022
Temporary Keyholder, *Acting Store Manager*

- Prioritized staff to focus on key variables by discussing the daily sales goals
- Supervised staff daily and focused on company values and positive customer experience
- Balanced sale registers daily to maintain appropriate cash levels
- Corresponded daily with the District Manager on sales and key performance metrics
- Verified and reported inventory counts to Corporate
- Maintained Brand Representative's responsibilities in addition to managerial requirements

Brand Representative — August 2020 – January 2023

- Increased sales and loyalty membership by engaging with over 300 customers daily keeping them updated on current merchandise, promotions, and Abercrombie's loyalty program
- Enhanced customers shopping experience by creating a welcoming environment

LEADERSHIP & OTHER ACTIVITIES

Publicity and Core Events Committee | New York, NY — September 2022 - Present
Member

- Division of Stern Student Council that hosts and markets school-wide events

Stern and Tisch Entertainment Business Association | New York, NY — September 2022 - Present
Member

- Student-run organization providing NYU students with exposure to industry professionals

SKILLS & INTERESTS

- Skills: Customer Service, Microsoft Applications, Google Applications, Adobe Applications, Raiser's Edge
- Interests: Dance, Reading, Entertainment: Music and Sports