

Madison Yingling

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EDUCATION

West Virginia University - Morgantown, WV

May 2025

Bachelor of Science in Business Administration

GPA: 3.50

Major: **Marketing** | Area of Emphasis: **Digital Marketing**

Relevant Coursework: Social Media Marketing, Buyer Behavior, Business Communications, Integrated Promotions, Marketing Research, Online Analytics, Global Marketing, Professional Selling, Marketing Analytics, Product Policies

TECHNICAL SKILLS

Microsoft Office Suite (MS Word, MS PowerPoint, MS Excel), Canva, Photoshop, Google and Meta Ads, Shopify, AI

EXPERIENCE

Global Career Accelerator, Podium Intern

August 2024 – Present

Morgantown, WV

- Obtain hands on and real-world experience in digital marketing, coding, and data
- Develop digital marketing skills to create an online store through Shopify and implement effective online marketing strategies
- Create Google and Meta Ad campaigns with behavior and demographic targeting, learn how to turn a profit by increasing conversion rates through A/B testing
- Use digital marketing techniques like search engine optimization (SEO) and advertising on social media to engage with customers, building loyalty and trust so that businesses thrive.

Your Journey Gymnastics, Social Media Coordinator/ Gymnastics Coach

May 2024 – Present

Glenelg, MD

- Design promotional flyers and posters for events and programs
- Create engaging social media content that showcases gymnasts' progress and enthusiasm to drive member engagement and new sign-ups
- Develop and implement marketing strategies for events, seasonal sessions, and camps to maximize visibility and enrollment
- Teach the fundamentals of gymnastics in children ranging in ages from 3 to 12 through challenges and help to develop new skills
- Coach students through challenges and help to develop new skills

Frederick Keys Marketing Intern

June 2023 – August 2023

Nymeo Fields, Frederick, MD

- Crafted posts for important events, special moments, and games updates to the Keys' social media platforms
- Supported marketing and events leadership team by understanding deliverables and team objectives
- Implemented promotions and events during baseball games to engage and involve fans
- Prioritized deadlines and worked on multiple projects including staffing in-game promotional events and crafting social content throughout the game to boost fan engagement

LEADERSHIP & ENGAGEMENT

West Virginia University AMA Club Member

Fall 2024 – Spring 2025

- Collaborated with diverse professionals and peers in marketing-focused events to enhance team-building and creative problem-solving skills
- Organized and participated in community service events, applying marketing strategies to drive outreach and engagement, showcasing corporate social responsibility

Competition Member – Social Media Coordinator

Fall 2023 – April 2024

West Virginia University Club Gymnastics

- Produced social media content to promote club gymnastics team
- Designed posts to engage fans with members and showcase team to broad audience
- Promoted upcoming events and fundraising activities through social media channel