

Madeline Noelle Schindler

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Education

Georgia State University, J. Mack Robinson College of Business

Master of Business Administration

- Marketing Concentration

Atlanta, GA

May 2026

The University of Georgia

Bachelor of Science in Fashion Merchandising

- Program in Music Business, Jan. 2019 - May 2022

Athens, GA

May 2023

Work Experience

New Frontier Touring

Contract Department Assistant

- Streamlined client contract process, reducing turnaround time by 40% and securing more show bookings
- Ensured precise settlements by collaborating with Contract and Business Managers on weekly Finals Reports, achieving 100% accuracy
- Managed all incoming calls with professionalism while processing contracts promptly, ensuring compliance with company standard of maintaining client satisfaction

Nashville, TN

January 2024 - March 2024

Warby Parker

Sales Associate

- Elevated customer experience by hand-selecting glasses styles, contributing to a 20% boost in store sales
- Conducted Pupillary Distance (PD) tests for prescription glasses, ensuring optimal fitting and providing a personalized customer experience

Nashville, TN

January 2024 - February 2024

The Classic Center

Entertainment Coordinator

- Coordinated back-of-house operations for live entertainment events, collaborating with union members, artist teams, and Classic Center Theatre and Conference Center staff to ensure smooth execution and optimized logistics by 25%
- Designed signage and infographics with Canva, enhancing communication and patron engagement
- Utilized Paciolan ticketing software to assist guests with purchasing tickets, troubleshooting reseats, and processing refunds, ensuring a seamless customer experience
- Verified financial documentation and bill settlement of 12 events, including live concerts, plays, and conferences

Athens, GA

May 2022 - December 2022

Nuci's Space

Community Support Staff

- Connected students and musicians with mental health professionals and access to a safe rehearsal space, fostering well-being and creativity

Athens, GA

October 2021 - March 2022

Baby Robot Media

Intern

- Expanded media outreach by utilizing Airtable to centralize contact databases, consolidating email, phone, and social media channels into one platform
- Enhanced email campaigns, resulting in a 7% reduction in unsubscription rate

Remote

September 2020 - December 2020

Made Music Studio

Client Services Intern

- Conducted market research, contributing to 10 client projects, spanning from lifestyle brands to department stores

New York, NY

January 2020 - June 2020

- Curated playlists for audits, fostering stronger client relationships and driving a 5% growth in referrals

The Newnan Times-Herald, INC
Freelance Writer & Intern

Newnan, GA
May 2017 - January 2018

- Authored 30 articles, resulting in increased website traffic and elevated brand visibility
- Arranged visuals for the "2017 Year in Review" by selecting high-definition images to enhance and align with corresponding stories

Certifications

- Digital Marketing Science Certification, Kennesaw State University - July 2024
- Google Ads Search Certification - July 2024
- Google Analytics Certification - July 2024
- HubSpot Email Marketing Certification - August 2024

Skills

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|---------------------------------|--------------------|------------------------------------|
| • Administrative Assistance | • Canva | • Contracts |
| • Email Marketing | • Google Analytics | • Microsoft Suite |
| • Search Engine Marketing (SEM) | • Writing | • Adobe Creative Suite |
| • Client Services | • Customer Service | • Event Planning |
| • Hubspot | • Paciolan | • Search Engine Optimization (SEO) |
| • Airtable | • Communication | • Digital Marketing |
| • Google Ads | • Leadership | • Research |
| • Ticketing Systems | | |