

Isabelle Maddex

219.252.4248 | isabellemaddex@gmail.com | Fort Collins, CO | www.linkedin.com/in/isabelle-maddex

- **Dedicated team member** with excellent **customer service**
- Demonstrates **strong attention to detail**, ensuring **efficient operations**
- Thrives in **collaborative environments**, consistently enhancing **team performance**
- Exemplifies **creative digital content creation** with **intelligent social media skills**
- Certifications in **Customer Experience Management**, and **Marketing Research & Data Analytics**
- Experience with **Canva Pro**, **WordPress**, **Qualtrics**, **Excel**, **TikTok**, **Instagram**, and **Facebook**

Education:

Colorado State University — Bachelor of Science

August 2022 - Present

Business Administration; Concentration in **Marketing**

Certifications: **Customer Experience Management** and **Market Research & Data Analytics**

Relevant Marketing Experience:

Orientation and Transition Office— Office Assistant

Colorado State University

Jan 2025 - PRESENT

- Assist with **planning, coordination, reservation systems, post-event evaluation, and execution** of **5,600 students'** University Orientation
- Serve as the **primary customer service representative** for the Orientation office via **email, phone, and in-person interactions**

Vacation Rental— Social Media Marketing

Feb 2024 - Aug 2024

- **Managed** and **optimized** the **social media** presence for an Airbnb property in Breckenridge, CO.
- Developed and implemented **targeted marketing strategies** across **Instagram** and **Facebook**, including graphic design content that highlighted the properties' appeal to increase brand visibility

Chi Omega - Chi Zeta Sorority:

2022 - Present

Head of Creative Team:

- Led the **visual planning** and **execution** of **recruitment**
- **Managed** and **directed** a team, ensuring tasks were completed
- **Organized** and **budgeted** meal planning for a chapter of 150 members

Photography/Videography Chair:

- Captured **high-quality** photos/videography at sorority events
- Managed post-event editing and distribution of photos **enhancing chapter engagement**.

Additional Experience:

Tomato Bar — Server/Hostess

March 2021 - Jan 2025

- Managed reservations and **organized** waitlists
- **Effectively communicated** with customers to accommodate special requests

Involvement:

• **CSU Sales Club:**

Jan 2025 - Present

Active Member

• **Make-A-Wish Volunteer:**

2022 - Present