

# Madison Reznicki

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Master of Science in Marketing student with proven success in social media, brand management, and analytics. Demonstrates leadership, critical thinking, and decision-making skills. Increased Alpha Phi's TikTok following by 185% and Instagram by 46% through engaging content. Collaborated with 50+ brands, using strong communication skills to enhance their reach. At Ross Stores, Inc., applied analytical and problem-solving skills to achieve sell out results in Junior Knit Tops. Committed to combining creativity with data driven insights to deliver measurable results and strengthen brand presence.

## EDUCATION

### University of Arizona, Eller College of Management

Master of Science in Marketing

Tucson, AZ

Expected May 2026

**Major:** Marketing

**Cumulative GPA:** 4.0

**Honors/Awards:** Graduate Assistant, Teaching | Academic Excellence Award | Lynn H. Stockman Endowed Scholarship

**Relevant Coursework:** Social Media Marketing | Integrated Marketing Communications | Statistics for Managers

### University of Arizona, Eller College of Management and College of Fine Arts

Bachelor of Science in Business Administration and Bachelor of Fine Arts in Dance

Tucson, AZ

May 2025

**Majors:** Marketing and Dance

**Cumulative GPA:** 4.0

**Honors/Awards:** W.A. Franke Honors College | Dean's List with Distinction | Academic Year Highest Academic Distinction | Ben Projan Award | Robert A. Eckert Award | da Vinci Award | Christiana Duarte Trailblazer Award

**Relevant Coursework:** Marketing Analytics | Marketing Research | Retail Marketing | Statistical Inferences

## PROFESSIONAL & LEADERSHIP EXPERIENCE

### University of Arizona, Department of Marketing

Graduate Assistant, Teaching

Tucson, AZ

August 2025-Present

- Serve as point of contact for MKTG 361 students and offer support with course materials on Pearson and D2L
- Manage course administration by uploading grades, processing attendance, and assisting with in-class activities

### Kiid AI

Social Media Manager

Remote

October 2025-January 2026

- Launched the social media presence and led Gen Z-driven content strategy across TikTok and Instagram
- Created content briefs for student interns, wrote on-brand copy, tracked performance, and managed content calendar

### AmeriCorps, UA Wildcat Corps

Marketing Team Coordinator

Tucson, AZ

May 2025-July 2025

- Created engaging integrated marketing campaigns and outreach content to boost visibility and community impact
- Led recruitment and community engagement initiatives, ensuring statewide distribution of program materials

### Ross Stores, Inc.

Assistant Buyer Intern

Los Angeles, CA

June 2024-July 2024

- Conducted trend analysis, vendor relations, shipment tracking, and product development for Junior Knit Tops
- Proposed data-driven strategies to enhance Q4 assortment, leading to designs that sold out and were reordered

### Alpha Phi

Vice President of Marketing

Tucson, AZ

November 2022-November 2023

- Drove strategy that grew Instagram following from 26K to 37.8K (+45%) and TikTok from 12.4K to 35.5K (+185%)
- Designed 60+ merchandise pieces for philanthropic, social, and sisterhood events, resulting in thousands of units sold

## ACTIVITIES, SKILLS & ACCOMPLISHMENTS

**Activities:** Vice President of Career Acceleration for Rising Stars in Marketing | President of Dance Collective | Order of Omega | VS PINK Campus Rep | Bumble Honey | Celsius Ambassador | Maybelline Ambassador | Amazon Ambassador

**Skills:** Microsoft Office (Excel, PowerPoint, & Word) | Adobe (Rush, Lightroom, & Express) | Canva | CapCut | Tableau

**Accomplishments:** Valedictorian at Washington Virtual Academies | Her Campus Media Certified Content Creator