

Maddie Distenfeld

Strategy. Design. Analytics.

CONTACT

484.643.9806
mdistenfeld@gmail.com
maddiedistenfeld.com

EDUCATION

Elon University
BA May 2022
Communication Design &
Media Analytics
Minor: Digital Art

SKILLS

Adobe Creative Cloud
Content Creation
Customer Service
Google Analytics
Google Suite
Graphic Design
HTML & CSS Coding
Microsoft Office
Social Media
Photography
Public Speaking
Project Management

INVOLVEMENT

Delta Delta Delta Sorority
Public Relations Student-
Society of America
Kernodle Center Office Manager
Elon Volunteers

EXPERIENCE

AGENC Experiential and Digital Marketing, Los Angeles, CA **Marketing and Business Development Intern** May 2019- Present

- Pitched ideas internally for a Ralph Lauren Product Launch
- Assisted with creative and interactive sponsorship ideas for an In Goop Health Summit
- Organized product placement for Amazon Holiday Press Preview experiential exhibit
- Completed marketing research analysis and ideation for avenues for new revenue
- Assisted in managing event logistics for the Louis Vuitton VIP Lounge at Concours D' Elegance with more than 50,000 guests in attendance
- Engaged with over 40k followers and curated and shared content for AGENC and Rodeo Drive Official Instagram

My Faros, New York, New York

Social Media Marketing Intern June 2020- October 2020

- Strategized, planned, and created content for the company Instagram and email marketing campaigns
- Customized apparel designs for company swag
- Researched and reported on trends and facilitated daily marketing meetings to strategize and plan for the future of the company

The Edge Fashion Magazine, Elon, NC

Lifestyle Writer May 2019 - June 2020

- Write and edit articles weekly for the monthly publication focusing on travel, events, leisure, food, etc
- Plan and execute logistics for magazine photoshoots to accompany articles
- Research and report on current and past trends in weekly staff meetings

Rent the Runway, Elon, NC

Campus Representative September 2019 - May 2020

- Pitch and execute monthly marketing campaigns as well as original content to drive brand awareness on campus
- Develop engaging content for 4 items of merchandise monthly for social media channels to increase the brand awareness and online reputation
- Execute experiential marketing tactics and events to promote the brand's values and goals