

MADLINE MARTINI

CONTACT

(859) 760-6566

HI@MADELINEMARTINI.COM

WWW.MADLINEMARTINI.COM

PROFILE

I solve problems by marrying technology, marketing and research, wearing a range of different hats along the way. I am a strong user advocate and love building unique experiences.

SKILLS

- Research & Data Analysis
- Design Thinking
- Product Management
- Branding
- Communications
- Writing
- Time Management
- Strong Work Ethic
- Google Apps
- Microsoft Office Suite
- Sketch

RELEVANT EXPERIENCE

CERKL

GROWTH + AUTOMATION STRATEGIST | JAN 17 - PRESENT

- Developed an internal product to centralize data while making it beautiful, accessible, and actionable
- Automated the onboarding process to save employees approx. 15 hours per week
- Generate, organize, and develop ideas to grow the company and enhance the user experience

MAILCHIMP

UX RESEARCH INTERN | MAY 16 - AUG 16

- Conducted usability tests and user interviews
- Recruited participants for user testing
- Analyzed qualitative and quantitative data
- Wrote a survey which was delivered to 18,000+
- Delivered actionable insights to product & mobile teams

GOOGLE, MARKETING EDGE

ANALYTICS PROGRAM PARTICIPANT | AUG 15

- Collaborated with teams to solve case studies
- Reviewed methods for research and analysis at Google
- Explored high-tech solutions for big data analysis

EDUCATION

BACHELOR OF SCIENCE, MAJORS IN MARKETING, ANALYTICS

XAVIER UNIVERSITY | GPA: 3.35 | MAY 18

PEEK WEEKEND PROGRAM PARTICIPANT

HARVARD BUSINESS SCHOOL | JUN 16

BOOTH SUMMER BUSINESS SCHOLARS PROGRAM

UNIVERSITY OF CHICAGO | JUL 15

ADDITIONAL EXPERIENCE

GOLDMAN SACHS

DISCOVER GS PROGRAM PARTICIPANT | SEP 2015

GOOGLE

BOLD DISCOVER PROGRAM PARTICIPANT | JUN 2015