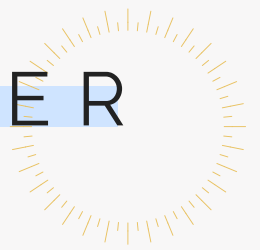


# M A D E L Y N D R O E S S L E R

• Public Relations and Fashion Stylist•

(563) 690 8768 • madelyndroessler00@gmail.com • Long Beach, CA



## ABOUT ME

Making little moments beautiful in each day is what I'm all about. Staying authentic. Staying real. I am a PR specialist, content creator, stylist and most importantly a student. Six years in the customer service industry, two years experience as a Retail Associate and content creator have taught me hard work, patience and the importance of connection.

## EXPERIENCE

### Customer Service

- L.May Eatery**  
08/2014 - 12/2021
- Michael's On Naples**  
03/2021-Present
- Server, Bartender and Office Assistant*
- Effective communication skills, by building and maintaining customer relationships and satisfaction
  - Detailed understanding of our products, like wine and food, to know how to sell them for the experience
  - Expected to have updated knowledge of menu changes and promotions
  - Handle a high stress, busy, team environment with efficiency and a good attitude

### Content Creator/Social Media Manager

- 10/2019-Present
- Established an online presence on Instagram and TikTok that continues to grow a following
  - Forming a community
  - Trend forecasting
  - Run social media for Michael's On Naples and Michael's Market that increased engagement by 160% in the first 2 month
  - Content scheduling and implement to keep an engaged audience
  - Partnerships with 10 plus brands like Mejuri and Lulu's to create content

## SKILLS

- Willingness to learn
- Social media management
- Excellent customer services skills
- Connecting with others
- Efficient
- Effective communication skills
- Trend forecasting
- Project management
- Works well under pressure
- Good memory
- Active listening
- Being part of a team

## EDUCATION

8/2018 - 12/2019 • Northeast Iowa  
Community College  
GPA: 3.7 • Dean's List

08/2019 - Present • Long Beach State  
University  
Public Relations & Fashion  
Merchandising  
GPA: 3.6 • President's List

### The Midwest Girl 10/2018-08/2019

- Store Associate/Assistant Manager
- Content creator for the shop's social media
- Organization of files, stock, floor merchandise and putting away inventory
- Assisted customers by selling the brand, styling, as well with purchases/exchanges
- Sent out online orders
- Inspected merchandise for quality
- Formed interpersonal bonds with customers to keep them coming back

### DIG Magazine 01/2022-05/2022 Internship

- Brainstorm and implement effective ways to increase brand awareness across campus to get the magazine in student's hands
- Planned and worked on promotional events to increase brand awareness for our releases
- Collaborate with the team to create the publication layout and cohesiveness

### Wardrobe Stylist 7/2022-Present

- Working and building relationships with brands for the success of the client
- Curating looks for the client
- Planning and organization
- Multitasking on and off set
- Working on team

## ACHIEVEMENTS

- 2018: Awarded the Future Leaders Scholarship
- President's list my last 3 semesters at college
- Moved from Iowa to LA by myself at 19