



# AMBER MADISON

bachelor of the arts, 2021  
advertising major, marketing minor  
ux certificate

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## EDUCATION

Western Kentucky University — Bachelor's Degree 2021

## EXPERIENCE

### INKED BRANDS — MARKETING GRAPHIC DESIGN INTERN

Responsible for creating emails and website homepage banners for multiple brands, including 30A and Callie Danielle, with consideration of their brand identity, colors, and fonts, as well as testing each email to be sent out to the brand's email list.

### DILLARD'S — FRAGRANCE SPECIALIST

Responsible for connecting to each customer on a personal level and maintaining customer relationships, as well as maximizing sales and conversion and surpassing my goals on a daily basis.

### VICTORIA'S SECRET — SALES REPRESENTATIVE

Responsible for connecting with customers and suggesting styles based on their interests, as well as maintaining bra measurements and credit card goals.

## ADOBE SUITE



LETS  
CONNECT



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