

Madelyn Rose Scarborough

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Atlanta, GA

Work Experience

Dunwoody Country Club – Golf Pro Shop

Atlanta, GA, Mar. 2017 - Present

Head Merchandiser

- Compose and execute strategic, seasonal buying plans for over 30 national vendors based on trend forecasting, previous sell-through performance and current inventory levels
- Manage annual budget of approximately \$440,000, as well as daily receiving, billing, tracking and order fulfillment process for all inventory
- Introduced 6 new vendors into buying plan, resulting in 6% increase in annual revenue and 35 new SKUs
- Administer quarterly inventory and sales reports detailing performance across category, style, color, etc.
- Lead routine visual merchandising strategies and marketing methods, including social media posts and promotional sales
- Coordinate annual holiday sale party resulting in approximately \$11,000 in merchandise sales

CycleBar Dunwoody

Atlanta, GA, Jan. 2018 - Present

Studio Boutique Merchandiser

- Research and select apparel brands for spring and fall seasons according to branding guidelines
- Strategize and manage visual merchandising plan and sell-through tactics (i.e. semi-annual sales, etc.)
- Monitor sales goals and sell-through progress through Mindbody and deliver monthly sales summaries to executive team
- Collaborate with social media team to create targeted content to boost sales and brand awareness
- Participate in weekly calls with National Operations Team to discuss marketing and retail sales tactics

Phase 3 Marketing and Communications

Atlanta, GA, Jan. 2016 - Mar. 2017

Public Relations Coordinator

- Composed and distributed press releases and pitches to local, regional and national media
- Strategized and executed email marketing campaigns, social media plans, event participation and overall brand standards for eight corporate clients, such as Ponce City Market, Westside Provisions District, FloatAway Community, Indigo Road Hospitality Group and Atlanta Restaurant Weeks
- Created annual PR and marketing plans outlining objectives, goals and marketing strategies for each client
- Managed client meetings, social media pages, daily client communication and real-time press coverage tracking, including ROI analysis
- Organized and executed seasonal client events to boost foot traffic and sales, including Tinsel & Twine (WSPD), A Really Good Strut (WSPD), Sunday Supper South and Roaring Rooftop Bash (Ponce City Market)

America's Mart

Atlanta, GA, Oct. 2013 - Oct. 2015

Sales Representative

- Jason Scott Apparel: Represented Bella Dahl, Matison Stone, H. One, and Waverly Grey
- Southern Firefly: Represented 12 Southern-based companies in one showroom
- Winter Lennon: Represented Dallas-based apparel brand in Atlanta and Accessories The Show in NYC
- Michael and Paula Hyman Showroom: Represented Darling London clothing brand

Internships

SPANX

Atlanta, GA, Sep. - Dec. 2015

Public Relations Intern

- Seeded celebrities, digital influencers, publications, and media outlets for promotional product partnerships and curated media sample packages based on marketing strategy
- Monitored and organized press coverage, while assisting in online community management
- Assisted press previews, blogger events, photoshoots, company events, and sponsorships
- Collaborated with Social Media Manager to create content for press-related and promotional posts

Bacchus PR

London, UK, Summer 2013

Public Relations Intern

- Managed guest list for private event opening at Aqua Shard and worked event admission
- Researched, gathered press clippings in Keynote, and organized press books, reports, online audits
- Wrote article for client, Corrigan's Mayfair
- Maintained travel blog and composed weekly assigned blog posts for end-of-term final project

Education

The University of Georgia, Athens, GA // August 2011- May 2015

Major: Magazine Journalism/Minor: Fashion Merchandising

Honors: graduated cum laude

Skills

Software: Northstar POS, MindBody, Microsoft Office, Adobe Creative Suite, Slack, Basecamp, iContact, Fishbowl, Cision

Additional: Google Analytics, Facebook, Instagram, Pinterest, Twitter, HootSuite, AP Style, Wordpress, Wix, Weebly