Madison Poindexter

MPoindexter5552@gmail.com – (240) 561-0450
LinkedIn – Hollywood, MD

EDUCATION

Salisbury University **2025 - 2027**
Bachelor of Marketing, *Advertising and Social Media Track*
Bachelor of Information Systems, *Business Analytics Track*

College of Southern Maryland **2022 - 2024**
Associate of Business Administration, *Concentration in Business Analysis*

SKILLS

Digital Marketing – Data Analytics & Visualization – Tableau – Microsoft Office – SAP
Problem-Solving – Communication – Leadership

WORK EXPERIENCE

Capital Temple Ministries, Hyattsville, MD **June 2026 – Present**
Marketing and Communications Intern – Part-time

- Developed and executed a multi-platform content strategy across Instagram, Facebook, and YouTube, driving a 300% increase in viewership.
- Supported weekly media productions by capturing and editing multimedia content, operating cameras, and managing ProPresenter.
- Created and managed content calendars while updating branded templates to ensure efficient and consistent content production.

Michael Matthews Construction & Development, Hollywood, MD **Jan. 2024 – June 2026**
Marketing Assistant – Part-time

- Secured a $20,000 contract through strategic relationship building and execution of a targeted marketing campaign.
- Led contract management efforts, negotiating terms and overseeing execution to ensure compliance, value, and on-time delivery.
- Partnered with external companies to design marketing strategies that increased target audience reach by 25%.

College of Southern Maryland, Leonardtown, MD **Jan. 2023 – Dec. 2023**
Receptionist for Learning Resource Center - Part-time

- Assisted with administrative tasks, including filing, organizing, transcribing documents, and answering and transferring phone calls.
- Directed students to appropriate learning resources and aided with technology-related assignments.
- Managed the front desk and was the first point of contact for students, faculty, and parents in the Learning Resource Center.

CERTIFICATIONS

- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019) – **Microsoft 2026**
- Digital Marketing – **HubSpot 2026**
- Digital Advertising – **HubSpot 2026**
- Content Marketing – **HubSpot 2026**
- Mendix Rapid Developer – **Mendix 2025**