

# MADDEN COOK

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## EDUCATION

### **Virginia Commonwealth University, Richmond, VA**

Bachelor of Arts, Fashion Merchandising  
Major, Media Studies Minor  
Graduated December 2023 - Cumulative GPA:  
3.7/4.0

### **Santa Reparata International School of Art, Florence, Italy**

Fashion Study Abroad Program - Completed  
Summer 2022

**Fashion Institute of Technology** - Precollege  
Program, Designing a Fashion Mini-collection  
- July 2019

## AWARDS & ACHIEVEMENTS

**Dean's List** – Fall 2020 – Fall 2023

**Advisory Board Member** - Fall 2022 - Fall  
2023

## SKILLS

Event Planning

Content Creation

Google & Microsoft Suite

Adobe Photoshop, Illustrator, &  
InDesign

Visual Merchandising

Trend Forecasting

Communication

Public Speaking

## WORK EXPERIENCE

### ***The Clothes Rack, Richmond, VA***

Processor, October 2021 – Present

- Curate merchandise assortment to prepare for the sales floor and events with my knowledge and research of products
- Provide customers with help in-store and throughout transactions

### ***Photobook Magazine, New York, NY***

Social Media Intern, September 2023 - December 2023

- Create content for social channels including TikTok, Instagram, and Twitter
- Manage platforms by scheduling posts to ensure a consistent and cohesive brand image
- Monitor analytics and insights and provide monthly reports on the performance of posts

### ***Fashion Snoops, New York, NY***

Beauty and Wellness Forecasting Intern May 2023 – August 2023

- Develop research skills to aid in seasonal forecasting reports and create visual collages for trend reports
- Write trend summaries and explain growing trends in the market for client reports

### ***Advanced Event Planning, Richmond, VA***

Promotions Team Lead, Spring 2023

- Create content for social media platforms including Instagram
- Promote and advertise the high-scale event to charter over 1k attendees
- Plan and execute the annual fashion event for the VCU Fashion Department

### ***Studio 325, Richmond, VA***

Vice President, Fall 2022 - Fall 2023

- Found a student-led organization to better the environment of the Fashion Department at VCU
- Plan networking, bonding, and workshop events

## VOLUNTEER & LEADERSHIP

***VCU Student Advisory Board, Fashion Department*** – 2022 – 2023 ***VCU***

***ECO Fashion Club, Head of TikTok Team*** – 2021 – 2023

***Her Campus VCU, Social Media & Event Planning Team*** – 2022 – 2023

***VCU River City Fashion, Marketing Director*** – 2021 – 2023

***Richmond Fashion Week*** – Back of House, Hair & Makeup Monitor – Fall  
2022

***VCU Fashion Show*** – Back of House, Model Dresser – Spring 2022