

MADISON HECK

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EDUCATION

Ashland University Dauch College of Business

Masters in Business Administration- Emphasis in Entrepreneurship

Ashland, OH

Expected August 2024

University of Georgia College of Agriculture & Environmental Science

Bachelor of Arts and Science- Hospitality and Food Industry Management

Minor in General Business

Athens, GA

May 2023

WORK EXPERIENCE

Athens Update LLC

Co-Founder: Part Time

Athens, GA

June 2021 - Present

- Expanded business operations to encompass five additional towns, scaling operations and establishing Update MediaCo as a regional leader in event promotion.
- Orchestrated promotional campaigns that reached and engaged over 62,800 targeted accounts within a 90-day period, demonstrating proficiency in digital marketing strategies.
- Cultivated a high-performing team of 6 student interns, providing mentorship and guidance through a servant-leadership approach, resulting in enhanced productivity and skill development.
- Proactively identified and pursued new business opportunities by fostering strategic partnerships showcasing strong entrepreneurial acumen and business development skills.
- Maintained meticulous financial records and implemented sound financial management practices to ensure the fiscal health and sustainability of the business.
- Exemplified strong organizational and time-management skills in overseeing all aspects of business operations, from marketing initiatives to financial planning and team management.

The Original Brewsling

Co-Creator: Part Time

Athens, GA

June 2022 - Present

- Spearheaded the development and commercialization of Brewsling, a multifunctional product catering to breweries, individual consumers, and corporate events, demonstrating entrepreneurial ingenuity and product innovation.
- Applied advanced organizational skills to orchestrate seamless inventory management, revenue tracking, and logistical coordination for Brewsling, ensuring timely delivery and client satisfaction.
- Cultivated and maintained robust relationships with clients and vendors, serving as the primary point of contact and fostering long-term partnerships built on trust, reliability, and exceptional service delivery.

Trumps Catering

Banquets Intern: Part Time

Athens, GA

November 2021 - May 2021

- Monitored and planned event preparation such as staff scheduling and pack (inventory) list for events.
- Maintain high standards of customer service and satisfaction.

Reynolds Lake Oconee

Recreation Intern: Full Time

Eatonton, GA

May 2021 - August 2021

- Supported the recreation manager in organizing various social events, including dinner parties and family nights, contributing to the seamless coordination and execution of activities.
- Conceptualized, developed, and executed a diverse schedule of events for the kids' summer camp, encompassing themed activities, outdoor games, creative crafts, and talent showcases, enhancing the overall experience for participants.