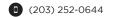
Madeleine Chan Stanley







VITAL CLIMBING GYM -

Marketing & Community Manager

Oct 2020 - April 2023

Freelance Website Designer

June 2020 — Oct 2020

- Planned and executed 70 community events; secured sponsorships, communicated with third party vendors, provided customer service to participants, decorated, promoted, staffed, covered on Instagram stories, and executed run of show
- In-house <u>photographer</u> for events with up to 2,000+ attendees, new promotional material, and online & archival content
- Managed in-house videographer and oversaw video process from ideation to publishing
- Used Mailchimp to write, test, and implement <u>newsletters</u> with audience of up to 58,000 per email and an average of 48% open rate; created new list, tagging, and subscription process
- Sole manager of the @vitalbrooklyn Instagram account; increased following by 15,000
- <u>Designed all graphics</u> for the three NYC gyms, including event and program flyers; permanent facility signage; email, website, and Instagram graphics; <u>gifs</u>; and other collateral using Adobe Creative Suite
- <u>Redesigned Squarespace</u> website for all locations: wrote custom code and copy, created metadata for SEO, and curated images; maintained and built out new pages as needed
- Built out dozens of brand and local business partnerships through organic connections and friendly cold outreach

THE CLIFFS CLIMBING AND FITNESS -

Marketing Manager Oct 2019 — Oct 2020

Photographer
June 2018 — Oct 2020

Social Media Manager June 2018 — Oct 2019

• Worked directly with Marketing Director to increase gym attendance and retention across 5 facilities through social media, in-person, press outreach, and email efforts

- In-house photographer for events with up to 3,000+ attendees, new promotional material & online content, and staff headshots; in-house videographer for weekly climbing & tip videos
- Used ActiveCampaign and Rock Gym Pro to write, test, and implement <u>drip email campaigns</u>, weekly newsletters, and automations for all facilities with audience of up to 82,000 per email
- Increased <u>social media</u> following by 40% by developing & executing social media strategy with a focus on growth, engagement, and lead generation; was sole manager of accounts with a combined 31,600 followers, included daily posts and providing customer service via messages
- Designed decks, posters, online graphics, gifs, and other collateral using Adobe Creative Suite
- Commissioned by The North Face to photograph Global Climbing Day 2019

FREELANCE -

Photographer & Videographer Jan 2009 — Present

- Works and builds relationships with clients in the following areas: food & drink, fashion, lifestyle, music, portrait, and event photography; consults with clients throughout process, including pre- & post- production; manages scouting, budgets, schedules, delivery, and invoices
- Uses advanced knowledge of Adobe Photoshop and Lightroom to manipulate, retouch, and color correct photos
- Styled and photographed 90% of recipes on self-run food blog with over 1,000 page views per recipe
- Videographer for Dead Gowns Art Collective; recorded footage for a music video inspired by Body Landscapes

Skills -

Adobe Creative Suite ActiveCampaign Mailchimp HTML CSS Salesforce Asana Hootsuite CoSchedule Google Analytics

Education -

New York University
Gallatin School of Individualized Study
Bachelor of Arts, Individualized Major:
Photography & Entrepreneurship
May 2016

Dean's Honor Society Fall 2015, Spring 2016 Deans List

Fall 2012, Spring 2013, Spring 2014 **Dean's Team for Recruitment** Fall 2015, Spring 2016