

Madison Kelly Evans

Barto, PA | 610-570-4014 | madison.evans@eastern.edu

OBJECTIVE: Obtain a job to utilize my strong work ethic to actively participate in a dynamic work environment and acquire subject matter expertise.

EDUCATION:

- **Eastern University, St. Davids, PA** | August 2022 to present

(BS in Business Administration, Leadership Development Concentration, BA in Dance)

- **Lehigh Carbon Community College, Schnecksville, PA** | August 2020 to May 2022

(Dual Enrollment in H.S. General Studies, and Business Administration)

- **Salem Christian School, Macungie, PA** | H.S. Diploma June 2021

SKILLS:

- Microsoft Office Suite and Excel Proficient
- Experience using CRM's
- Client Relationship Management

RELEVANT COURSEWORK:

Business/Leadership Skills Acquired at Eastern University (August 2022 to Present)

- **Group Dynamics (LDEV 445)** - Studied group behavior in an intimate class size, conducted facilitation exercises, cumulative group presentation
- **Operations Management (BUSA 321)** - Studied project management and quality control, designed a business plan for a product in an assigned group

EXPERIENCE:

Business Intern with 2/13 Strategic Partners: HighTower Advisors, Wayne, PA (March 22nd - Present)

- Updated client service teams, center of intelligence, and reviews
- Managed office inventory and setup office IT equipment
- Handled note-taking, event planning, and training other interns
- Coordinated conference room setup and client meeting materials
- Putting together various prospect/client meeting materials
- Maintained team calendar and managed various email campaigns
- Coordinated event swag with wholesalers for client events
- Generated different kinds of reports and managed Salesforce updates
- Worked on outside projects and generated templates/manuals for the CEO
- Sat in on a client meeting to see how the process works
- Conducted various research and sent clients specialized gifts monthly

Kings Dominion Grand Carnivale, Doswell, VA (June 2023 - July 2023)

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- One of forty dancers, that interacted with guests, in the parade and as an atmosphere character daily
- Went through human resources and guest management pieces of training

Dance Concerts with Eastern University's Dance Department (December 2022 - Present)

- Participated in dance pieces under the direction of student choreographers
- Taught/choreographed weekly rehearsals after auditioning dancers and worked with a department advisor

LCCC Christian Fellowship (CRU), Schnecksville, PA (September 2021- May 2022)

- Participated in valley-wide charity events at local churches
- Helped lead on and off-campus fundraising activities

Penn State Extension 4-H State Leadership Conferences, University Park, PA (January 2018 and 2020)

- Attended several leadership-themed workshops at the state level
- Built and enhanced skills used for the 4-H career and beyond

PRESENTATIONS AND PROJECTS:

HighTower Advisors Capstone Project (August 2024)

- Presented in front of the main office with 5 other interns from various advisory firms about operational challenges found via research at the firm
- Analyzed communication skills between Hightower and its offices by surveying employees, dissecting data, and conducting a case study on a similar firm to propose strategies for improving internal and client communication skills.

AWARDS:

- **Lehigh Carbon Community College Leadership Award (2021-2022)** for exceptional effort, valuable contributions and dedication to a campus club (CRU)
- **Green and White Clover Awards (2019)** for recognition and dedication to the PA 4-H program
- **The Spirit of 4-H Award (2018)** for helpfulness, sportsmanship, participation, interaction with others, and outstanding efforts in the club and across the county

REFERENCES:

Steven Welsh - Director of Dance at Eastern University

Contact: 1300 Eagle Rd, St Davids, PA 19087, swelsh@eastern.edu , 610-225-5392

Eugene O'Donnell - Business Law Professor at Eastern University

Contact: 1300 Eagle Rd, St Davids, PA 19087, eodonne2@eastern.edu

Marikay Frost - Leadership Development Professor at Eastern University

Eastern University: College of Business and Leadership (Graduation: December 2024)

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