

Madeleine Simoneaux

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EDUCATION

Bachelor of Science in Management Information Systems

Summer 2027

Florida State University, Tallahassee, FL

EXPERIENCE

Barista

Summer 2026 - Present

Aramark Starbucks, Student Union, Tallahassee, FL

- Deliver high-volume specialty beverage and food service in a fast-paced campus environment while maintaining strict brand and quality standards
- Operate POS systems efficiently, handle cash and digital transactions, and manage mobile order queues to minimize wait times during peak class-change rushes
- Maintain cleanliness, stock inventory, and ensure health and safety compliance standards are consistently met

Content Creator & UGC Creator

Self-Employed / Lerf Partnership, Remote / Tallahassee, FL

- Build and manage a personal brand on TikTok reaching 3,000+ followers and generating 100,000+ views through targeted content creation and audience engagement strategies
- Partnered with Lerf (screen time blocker app) in a UGC deal, writing high-converting video scripts, shooting native-style product content, and analyzing performance metrics
- Apply concepts from social media analytics coursework, including A/B testing, video editing, and audience conversion tracking, to optimize post performance and click-through rates

Owner & Operator

January 2026 - Present

Online Clothing Resale Business (Depop & Vinted), Tallahassee, FL

- Manage end-to-end customer experience including listing SEO, buyer messaging, negotiation, packaging, and post-sale follow-up to maintain top-seller ratings
- Photograph, edit, and stage product images in a dedicated home studio, and write keyword-optimized listings to improve search visibility on both platforms
- Track inventory, COGS, and platform performance to identify best-performing categories and refine sourcing decisions weekly

Food & Beverage Floater (Cocktail Server) & Barista

May 2024 - Aug 2025

Hotel Saint Vincent, New Orleans, LA / The Chocolate Chip Bakery, Miami, FL

- Drove membership sales by converting 3 guests into paid pool club memberships through in-shift direct promotion
- Prepared 80 to 120 espresso drinks per shift in a high-volume café and delivered high-volume bar service for 50+ guests per shift
- Operated Toast and OpenTable POS systems, coordinated smoothly across bar, kitchen, and events teams, and handled customer transactions

PROJECTS & LEADERSHIP

App Development / Vibe Coding Project: Successfully conceptualized and built an app utilizing Google Studio and AI tools, integrating modern prompt-engineering and rapid prototyping workflows

Association for Information Systems (AIS) Club, Member: Active participant in professional development workshops, tech talks, and networking events centered around business technology and MIS trends

Kappa Alpha Theta, Recruitment and Finance Committees: Supported recruitment efforts, helped onboard 10 new members through outreach and event coordination

Advertising Club: Selected as winning logo designer from multiple submissions based on creativity and brand alignment

AWARDS & SCHOLARSHIPS

- Quest Scholar
- Bright Futures Medallion Scholar
- Big Brothers Big Sisters Teen Big Award (2023)

SKILLS

Technical & Software: Artificial Intelligence Tools, Prompt Engineering, Google Studio App Development, Excel Data Analysis, Social Media Analytics, A/B Testing, Toast and OpenTable POS

Marketing & Content: UGC Content Creation, Video Editing, Audience Conversion, Copywriting and Scriptwriting, Listing SEO, E-commerce Pricing

Business & Operations: Inventory Management, Customer Experience and Relationship Management, Sales and Membership Promotion, Data-Driven Decision Making, Cross-Functional Communication

Languages & Other: Basic French (A1), Product Photography, Content Analytics (YouTube and TikTok Studio)