

MADISON JAMES

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EDUCATION

New York University – Leonard N. Stern School of Business

Bachelor of Science in Business, Concentrations in Management and Marketing

Relevant Coursework: Consumer Behavior; Management and Organizations; Research for Consumer Insights; Operations Management, Entertainment and Media Industries, Negotiation and Consensus Building

New York, NY

Exp. Graduation – 5/2027

PROFESSIONAL EXPERIENCE

Chest

Content Marketing Intern

London, UK

2/2026 – 4/2026

- Supported campaign planning and execution, using performance data to inform decisions and optimize impact.
- Conducted performance analysis of company social media platforms to evaluate engagement, reach, and growth opportunities.
- Utilized SEO and AEO to curate and develop strategic social media and blog content aligned with target audience preferences and overall brand objectives.

Beats by Dre

Purchase Decision and Behavior Analytics Extern (Remote)

Alpharetta, GA

5/2025 – 7/2025

- Conducted in-store shopper interviews and observed customer behavior to uncover key drivers behind purchase decisions.
- Analyzed qualitative insights to identify patterns in consumer preferences and decision-making processes.
- Developed actionable marketing recommendations to enhance customer engagement, influenced buying behavior for Beats by Dre products, and presented research to Beats by Dre executives.

PricewaterhouseCoopers

Consulting and Strategy Extern (Remote)

New York, NY

1/2025 – 3/2025

- Created a detailed market landscape map that identifies key trends, competitor positioning, and current market standing.
- Conducted an in-depth comparative analysis of similar organizations, focusing on their size, offerings, cost, value, impact metrics, and best practices.
- Synthesized findings into a concise presentation with actionable strategies to enhance competitive positioning, partnerships, and revenue potential and presented findings to executives.

Extern

Content Creation and Digital Marketing Extern (Remote)

New York, NY

9/2024 – 10/2024

- Crafted three SEO keyword-optimized blog posts leveraging AI content creation tools, to enhance the company's website search engine visibility.
- Monitored and analyzed social media metrics and website traffic to assess the effectiveness of campaigns.
- Analyzed keyword metrics to strategically categorize keywords based on search intent.

ACTIVITIES & LEADERSHIP

NYU Student Government Assembly

Director of Communications

New York, NY

9/2026 – Present

- Build a more transparent and accessible SGA by reimagining communication channels and student outreach strategies.
- Develop innovative campaigns that increase student awareness, participation, and trust in student government.

NYU Brown Sugar Brilliance

Director of Public Relations and Marketing, Vice President

New York, NY

4/2025- Present

- Lead the club's public image and communications strategy, managing social media, event promotions, and collaborations to uplift Black, queer voices and build community presence on and off campus.

NYU Black Student Union

Director of Political Action

New York, NY

2/2025- Present

- Lead BSU's political engagement efforts by chairing the Political Action Committee, keeping members informed about advocacy opportunities on campus and in NYC, and curating the weekly newsletter sent out to 1400+ students.

CERTIFICATIONS

HubSpot, Digital Advertising

5/2026

HubSpot, Social Media Marketing

5/2026

INSIDE LVMH, Creation & Branding, Retail & Client Experience

6/2026

ADDITIONAL

Skills: Canva | Figma | CapCut | Video editing | SEO | AI fluency | Digital Marketing | Social Media Marketing | Marketing Strategy | Microsoft Office Suite | Google Workspace | Communications | Digital Journalism | Campaign Planning | Strategic Consulting | Problem Solving | Structured Thinking | Data Analysis | Negotiation