

Maxine Essence Bailey

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EDUCATION

Indiana University Kokomo (Online) <i>Bachelor of Science in Business Administration</i>	Expected Graduation: May 2028
Purdue University, Mitch E. Daniels Business School West Lafayette, Indiana <i>Bachelor of Science in Marketing (Transferred)</i>	May 2022 - March 2025
Honors/Awards: North Central Association of Colleges and Secondary Schools and Business Opportunity Program Scholarship/s: 21 st Century Scholars	

EXPERIENCE

Olive Garden Greenfield, Indiana <i>Server</i>	June 2025 – May 2026
- Delivered a welcoming dining experience by attentively managing guest needs, accurately taking orders, and ensuring timely delivery of food and beverages. - Collaborated with kitchen staff to ensure accuracy in orders and resolve any issues efficiently, maintaining a smooth workflow during peak hours. - Utilized communication skills to upsell menu items, describe specials, and recommend dishes, contributing to increased customer satisfaction and sales.	
Hersheypark Hershey, PA <i>Leadership Development Intern/Ride Operator</i>	May 2024 – August 2024
- Participated in a 12-week paid program with interns and worked in various park roles, while learning in the Leadership Academy throughout the full-time work life. - Managed rides filled with 30+ customers or more on rides such as the Candymonium, Great Bear, Skyrush, Comet, Tilt-A-Whirl, Space Age, Carousel, and Traffic Jam. - Networked with 1,000+ interns and upper management during professional events and daily workdays, while developing effective collaborative skills.	
Black Cultural Center West Lafayette, IN <i>Social Media Content Creator</i>	September 2023 - April 2024
- Lead the creation and implementation of dynamic social media content strategies, resulting in 20% increase in online visibility and engagement and a larger online following - Utilized data analysis to inform content decisions and tailor posts to the preferences of the target audience, consistently outperforming industry averages in click-through rates - Fostered effective teamwork with the media team departments to maintain a unified brand message across social media channels, enhancing overall brand consistency and reputation	
Business Opportunity Program West Lafayette, IN <i>Social Media Content Creator</i>	January 2023 – May 2024
- Developed and executed engaging social media content strategies for the Business Opportunity Program - Created visually compelling and brand-aligned content to effectively communicate the program's mission, initiatives, and success stories - Fostered collaboration with other organizations to curate and showcase significant business opportunities on social media platforms, driving increased participation and awareness for the Business Opportunity Program	

LEADERSHIP & PROFESSIONAL DEVELOPMENT

The National Association for the Advancement of Colored People West Lafayette, IN <i>Press-Secretary</i>	August 2023 – March 2025
- Designed and edited content using tools like Canva to maintain and enhance the organization’s website, Instagram, and Facebook pages, ensuring consistent branding and audience engagement. - Revamped existing strategies and proposed creative ideas that increased social media engagement by 15%, effectively amplifying the organization’s reach and visibility. • Performed market research to identify trends and member preferences, translating insights into tailored communication strategies that resonated with the target audience.	
Indy Steelers Indianapolis, IN <i>Cheer Manager/Volunteer</i>	June 2020 - Present
- Developed morale boosting methods tailored to individual coached and players to maintain a positive atmosphere - Revised training processes for team members, resulting in a 30% increase in operational efficiency - Enforced safety drills during and after practices to decrease athletic injuries	

ON CAMPUS INVOLVEMENT

Black Data Processing Associates West Lafayette, IN <i>Member</i>	September 2022- May 2024
- Participated in sessions to develop necessary data analysis skills to establish a deeper marketing foundation - Expanded knowledge and skills with SQL, Tableau, Python, and VBA - Developed responsibility, professional, and ethical value necessary to succeed in my future technical careers	

SKILLS & INTERESTS

Technical Skills: Proficiency in video editing software, VFX, filmmaking equipment, scriptwriting, Word, and Excel
Creative Skills: Detailed storytelling, cinematography, editing, sound design, marketing tools, social media management/advertising
Interpersonal Skills: Collaboration, communication, leadership, time management, problem-solving, attentiveness, and budgeting
Interests: Directing and Producing, Faith based content, and Sports/Entertainment