

MADÉLINE SCHREFFLER

PROFESSIONAL EXPERIENCE

BARBIZON MODELING & ACTING

Personal Selling & Professional Development | Aug 2018

- Leveraged strong interpersonal and communication skills to engage with a diverse range of potential customers
- Conducted in person marketing activation to increase Barbizon modeling attendance
- Collaborated with my team to meet the referral goal

ACADEMIC EXPERIENCE

FREE PEOPLE

MOCKUP FASHION ADVERTISEMENT | OCT 2022

- Conducted research of past brand advertisements, landscapes, makeup, styling, and website to better understand the creative direction for the advertisement
- Project managed by planning my own production schedule, mood boards, storyboarding, and shot list
- Directed the entire creative process, including styling, photography, and creative direction of the concept "live for the moment, ignite your inner spirit"

BREAKTHROUGH THE DARKNESS


EDITORIAL & FILM | NOV 2022

- Conceptualized, collaborated, and developed "Breaking through the darkness" theme, uniting four stages of healing in a fashion editorial group project
- Integrated two distinct photoshoots and film into a cohesive editorial & film
- Creative directed the entire project from ideation to execution, ensuring the message of the healing stages were effectively communicated through both fashion and visual storytelling elements
- Edited and organized the look book, seamlessly blending images, color, and text to the theme; in Adobe InDesign to visually convey the concept and fashion

NIKE

NEW FRAGRANCE PRODUCT LAUNCH | MAY 2023

- Conducted R&D for the brand, consumers, and competitor analysis
- Developed a new fragrance and product assortment
- Designed innovative primary and secondary fragrance packaging and limited-edition packaging
- Conceptualized a strategic marketing plan from pre to post launch including distribution plan, social medias, billboard, flagship store design, immersive pop-up, launch party, and GWP

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EDUCATION

Savannah College of Art and Design

Major: B.F.A. The Business of Beauty & Fragrance

Graduation Date: Nov 2023

Summa Cum Laude, Dean's List 2021-2023, Academic Scholarship 2021-2023

SKILLS

- Proficient: Microsoft PowerPoint, Word, Excel, Outlook
 - Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Web Design
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ACHIEVEMENTS/ CERTIFICATES

- Phi Theta Kappa Honors Society
- SCADAMP Certificate 2023
- LVMH Certificate (Creation & Branding, Supply Chain Management & Operations) 2022
- Visual Design Using Adobe Photoshop 2022
- SimNet Microsoft Excel Yellow Belt 2021
- Barbizon Modeling & Acting Certificate 2018