Madeline Ludwig

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Portfolio: www.madelineludwig.com

EDUCATION

ELON UNIVERSITY | *Martha and Spencer Love School of Business* | ELON, NC   **GPA: 3.9**
Master of Science in Business Analytics   **May 2025**
Bachelor of Science in Business Administration, *Major: International Business | Minor: Asian Studies*   **May 2025**
- Selected for prestigious 3+1 Accelerated Dual Degree Business Program, earning both a MSBA and BSBA in just 4 years
- Awarded Presidential Scholarship & Recognized on Presidents List
- Sigma Iota Epsilon – Theta Epsilon Chapter: Recognized for academic excellence and leadership in business studies

Semester at Sea Study Abroad Program   **Spring 2023**
- Immersed in 14 cultures while balancing a full academic course load, enhancing global knowledge and business acumen

WORK EXPERIENCE

Graduate Analytics Practicum Lead | *Martha and Spencer Love School of Business* | Elon, NC   **August 2024 – Present**
Sustainable Tourism and Emerging Technology in the Cruise Industry
- Led a cross-functional analytics initiative, delivering strategic recommendations to influence high-level decision-making
- Designed advanced ML models, including a BERT-based sentiment analysis classifier for unstructured customer feedback data
- Applied natural language processing (NLP) techniques in Python and DataRobot to extract key insights and trends from cruise passenger reviews, enhancing customer segmentation and churn prediction strategies

Digital Marketing Strategist | *EmpowerLocal* | Franklin, TN   **May 2022 - Present**
- Earned fast-tracked promotion due to exceptional performance and to support key projects while completing academic studies
- Cultivated high-profile partnerships with 25+ content creators, enhancing digital presence and brand reach
- Engineered precision-targeted marketing strategies using Microsoft Excel and AI-driven analytics, optimizing client engagement
- Generated actionable insights from large data sets using Supermetrics, Google Analytics, and SQL to drive strategic business decisions and optimize campaign targeting
- Utilized Generative AI and Word Press to streamline client specific content creation, reducing production time by 30%
- Translated promotional materials into Spanish, broadening market accessibility
- Conducted thorough audits of client directories, identifying areas for optimization and ensuring accurate client information
- Created client analytic dashboards in Tableau and Looker to track campaign KPIs, providing real-time insights for decision-making

Disney College Program Intern | *The Walt Disney Company* | Lake Buena Vista, FL   **June 2023 - January 2024**
- Recognized with 40+ Cast Compliments from guests and co-workers for delivering premier guest experiences
- Executed seamless operational processes in a high-stakes environment, ensuring elite-level service and operational excellence
- Maintained reputation and high standards of a world-renowned corporation

LEADERSHIP EXPERIENCE

Academic Advising Student Assistant | *Elon University Office of Academic Advising*   **May 2024 - Present**
- Optimized data and reporting systems for 1,700+ students, improving cross-functional alignment and operational efficiency
- Delivered support and guidance to students and families, ensuring accurate and timely information distribution
- Mentored and trained team members, improving knowledge sharing and efficiency in cross-functional initiatives
- Handled 100+ unique student cases weekly, focusing on providing personalized and empathetic assistance

New Student Programs Team Lead | *Elon University New Student Programs*   **August 2022 - September 2024**
- Developed strategic initiatives and operational processes to enhance student engagement and institutional efficiency
- Coordinated with multiple university departments to ensure seamless program delivery and support for new students
- Facilitated a smooth transition into university life through mentorship and cultural integration

SKILLS

<u>Certifications/Professional Certificates:</u> Microsoft Excel 2016 Specialist | OpenEDG Python Institute: Programming with Python | Career Essentials in Generative AI by Microsoft and LinkedIn | Tableau Specialist (Elon University) | Microsoft Project 2019 Specialist | LinkedIn Learning DEI Awareness | LinkedIn Learning Essentials Business Communication Skills
<u>Technical:</u> Machine Learning, Data Storytelling, Python, Tableau, MS Office Suite, AI Studio, SQL, Power BI, IBM Cognos, MongoDB
<u>Languages:</u> Spanish (Fluent), Mandarin Chinese (Intermediate), Italian (Intermediate)