

paige majdic

brand manager

✉ majdicpa@mymail.vcu.edu

☎ (757) 903-6825

🌐 www.paigemajdic.com

Education

VCU Brandcenter

Richmond, VA
MS in Business/Branding
Creative Brand Management
May 2021
GPA - 3.8

James Madison University

Harrisonburg, VA
BBA in Marketing
December 2018

Graduate Capstone

Brand and Strategy Consultant REI | December 2020 - April 2021

Crafted a new brand positioning and strategy for the REI Co-op product brand, along with tactical implementations.

Skills

Social Media Marketing
Qualitative/Quantitative Research
Competitive Analysis
Positioning Statements
Consumer Personas
Data Analysis & Visualization

Ask Me About...

My time as a Division 1 student athlete.

When I decided to run a half marathon the month before.

Experience

Freelance Junior Account Manager

Dotted Line | Richmond, VA | January 2021 - May 2021

Executed various account responsibilities to support the team and project scope as The Container Store launched their new retail location in Richmond, VA.

Development Assistant

VCU School of Business | Richmond, VA | September 2019 - May 2021

Processed confidential donor information, gifts, and other submitted forms in addition to designing brochures and donor pamphlets.

Account Manager and Founding Member

The Carriage House | Richmond, VA | Summer 2020

Launched The Carriage House as a founding member, spearheading initial client outreach, and led 3 client accounts across the restaurant, arts, and home fitness industries.

Tripled average views per day and sparked a 47% email capture conversion rate through the creation of a new digital viewing room for an art gallery.

Strategy Intern

Media Assembly | New York, NY | Summer 2020

Presented research on the impact and benefit of values-based marketing to the entire agency.

Completed a mock new business pitch to agency leadership, demonstrating audience re-targeting, consolidation of industry and target market research, and creative executions.

Volunteer

Marketing Volunteer

New Rochelle United for Business | New Rochelle, NY | May - October 2020

Created the company's website to support local businesses in New Rochelle, the New York epicenter of the COVID-19 outbreak.

Assisted with various marketing activities including logo design, social media management, and strategy formulation.

Conducted a trend analysis via Google Analytics, resulting in the design and implementation of a new marketing strategy which increased website traffic by 700%.