



# Madison Schulz

Communications and Social Media Strategist | Master's in Digital Comm.

📍 75004 Paris, France

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Work Proficiency)

Italian (Basic)

## About

An experienced digital marketing and communications professional, I am passionate about communicating the message of brands through their digital footprint and social media presence, and I am always eager to learn new formats, platforms, and trends in the dynamic world of luxury and fashion.

With a master's degree in digital communication/marketing from LISAA, and a bachelor's degree in journalism from the University of Kansas, I have developed strong skills in brand storytelling, editing and copywriting, event management, and social and digital management.

### BRANDS WORKED WITH

La charentaise TCHA

Marie Martens

Teran Conde

## Experience



### ● Community and Social Media Manger

Marie Martens | Aug 2022 - Oct 2023

- Developed the editorial calendar (retro-planning, strategy).
- Managed social networks (Instagram, Facebook, Pinterest): content creation, proposal of new formats, planning and publication.
- Concept and writing of all B2B and B2C newsletters.
- Reported monthly on social media statistics and results
- Participated in photo shoots: visual production with the artistic team (creation of photos and videos)
- Trade show support (Who's Next, Maison&Objet; Premiere Vision)
- Managed pop up at BHV marais
- Event assistance (organization, content creation)



### ● Digital Marketing & Event Assistant

Teran Conde | Jun 2022 - Aug 2022

- Managed social networks (content creation, planning and publication of posts).
- Participated in the development of the social media strategy and animation calendar.
- Partnership management (influencers, prospecting)
- Participated in photo shoots, photography
- Participated in the production/organization of two fashion shows in Paris (managed invitations, LinkedIn posts, prospecting models, makeup and hairdressers)-Managed social networks (content creation, planning and publication of posts). -Participated in the development of the social media strategy and animation calendar. -Partnership management (influencers, prospecting) -Participated in photo shoots, photography -Participated in the production/organization of two fashion shows in Paris (managed invitations, LinkedIn posts, prospecting models, makeup and hairdressers)



### ● Community and Boutique Manager

La charentaise TCHA | Sep 2021 - May 2022

- Managed the boutique in Paris (customer support for fittings and provision of personalized advice).
- Prepared posts for Instagram and Facebook under the direction of the artistic director.
- Filmed and edited videos for TikTok/Reels.

## Education & Training

2021 - 2023

### ● l'Institut Supérieur des Arts Appliqués

Master of Management, Digital Marketing and Communications for Luxury and Fashion

2013 - 2017 ● **University of Kansas**

Bachelor's Degree, Journalism