Maddie Lopata

Maddie_Lopata@yahoo.com |410-855-5496 | Eldersburg, Maryland | linkedin.com/in/maddie-lopata-a32881343

EDUCATION

James Madison University, Harrisonburg, VA **May 2027**
BBA: Marketing, Concentration in Digital Marketing

WORK EXPERIENCE

Events Intern, American Association for Laboratory Accreditation, Frederick, MD **May 2026 - Aug 2026**

- Collaborated with A2LA's marketing team to develop graphics and presentation materials using Canva and Adobe Stock for an annual conference with 600+ attendees.
- Analyzed 200+ event survey responses using Excel to identify attendee feedback, evaluate program performance, and recommend improvements.
- Coordinated décor, catering, and logistics for a new office open house welcoming 50+ guests.
- Researched 5+ executive activities and dining options across three locations, developing recommendations to support event planning.
- Delivered 2 company-wide presentations communicating research findings, project updates, and recommendations to staff and leadership.

Shift Manager, Subway and Auntie Anne's, Eldersburg, MD **March 2023 - Dec 2025**

- Trained and onboarded approximately 8 employees, supporting daily operations and service standards.
- Supervised teams of 3 employees per shift, overseeing cash handling, inventory, and opening and closing procedures.

LEADERSHIP EXPERIENCE & EXTRACURRICULAR ACTIVITIES

Social Activities Director, Alpha Sigma Alpha, Harrisonburg, VA **December 2024 - Present**

- Manage a $40,000 annual social programming budget, coordinating vendors, timelines, contracts, and event logistics.
- Organize 3 weekly social activities and 4–5 annual events, coordinating programming and communication to support member engagement.
- Led the planning and execution of 12 large-scale events over two years, with attendance reaching approximately 600 guests per event.

Member, Women in Business, Harrisonburg, VA **February 2025 - Present**

- Engage in weekly club meetings and monthly networking events, engaging with members and guest speakers to establish connections and expand network
- Participate in active discussions on entrepreneurship, leadership, and professional growth for women in business, contributing insights and fostering collaboration

PROJECT EXPERIENCE

Humane Society of Shenandoah County (HSSC), Brand Identity & Marketing Project **JMU, Fall 2026**

- Collaborated with a team of 4 to develop a comprehensive brand identity guide featuring logo variations, color palettes, typography, and branded design elements.
- Selected as 1 of the top 2 brand kits across all MKTG 410 sections for potential implementation by HSSC as part of its organizational rebranding initiative.

Personal Branding Website **JMU, Fall 2026**

- Designed and launched a 5-page professional portfolio website using Mozello to showcase marketing experience, event planning accomplishments, and creative projects.
- Implemented SEO and accessibility best practices, including page titles, meta descriptions, keyword optimization, and accessible website design to improve search visibility and user experience.

Certifications: Digital Marketing Certified | HubSpot Academy, March 2026, Social Media Certified | HubSpot Academy, October 2026, AEO Fundamentals | HubSpot Academy, October 2026