

# Madison Narozniak

An advocate for the synergy between creativity and analytics, leveraging innovative assets to drive strategic initiatives that yield impactful conversion outcomes. Committed to harnessing the power of integrated marketing approaches to elevate brand experiences and foster lasting customer relationships.

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## WORK EXPERIENCE

### Coach, New York, NY — *Assistant Manager, Retention & Personalization Marketing*

November 2023 - PRESENT

- Manage all NA email & SMS execution and cross-functional supported activations.
- Support campaign operations by inputting data, managing requests & maintaining workflow tickets.
- Analyze campaign performance & audience trends to inform segmentation & future strategy.
- Collaborate with programming, product, copy, creative, analytics & CRM partners to build cohesive multi-channel assets.
- Proactively propose new engagement opportunities for lifecycle programs. Implemented targeted strategies to drive year-over-year improvement in conversion rates.
- Cultivated brand identity and growth strategies for two brands under the Coach umbrella

### Coach, New York, NY — *Coordinator E-commerce Sample Management*

August 2023 - November 2023

- Coordinated logistics and scheduling, ensuring seamless operations. Assisted in inventory management, tracking supplies, and optimizing stock levels.
- Supported marketing initiatives
- Collaborated with cross-functional teams to enhance project workflow and communication.
- Facilitated communication and coordination of product sharing with +10 cross-functional teams and international partners.

### Coach, New York, NY — *Global Visual Merchandising Intern*

May 2023 - August 2023

- Worked on special events with PR, marketing, global events & merchandising.
- Ensured visual implementations matched brand identity by category.
- Managed samples, transfers, and organization.
- Maintained stock lists & buying decks. Collaborated with merchandising, buying, marketing, visual & design teams.
- Assisted in conducting competitor market analysis to identify trends and behaviors of Gen Z demographics. Supported research efforts to analyze market shifts and consumer preferences. Collaborated with teams to gather insights on emerging trends.

## EDUCATION

### Savannah College of Art And Design, GA— *BFA*

Fashion Marketing Major

September 2019 - May 2023

Dean's List (2019-2023)

## SKILLS/ PLATFORMS

Adobe, PowerPoint, Google Slides, Excel, Persado, ClickUp, Shop House + Sapient, Bluecore, Merge, Attentive, Certona, Salesforce, Amperity, Cordial, Egnyte, Xgen, Basic

- Event Planning
- Product Development
- Project Management
- Data Analytics
- CRM & Omnichannel
- Marketing
- AI Testing
- Social Media
- Visual Merchandising
- Coaching & Mentoring
- Team Leadership
- Problem Solving

## AWARDS/ CERTIFICATIONS

WindowsWear Mentorship Program  
1st Place Winner for Coach (2023)

Honorary Speaker at WindowsWear  
Mentorship Program for Tapestry  
(2024)

360 marketing Campaign Buzzed  
interest to the CIO of Tapestry  
(2024–Present)

Guest Speaker at Coach HQ Marketing  
Q&A (2025)

INSIDE LVMH Certified (2021),  
Microsoft Ecell Certified (2022)