

# Maddie Tran

## Marketing Manager

New York City, New York  
[mlpmaddieparker@gmail.com](mailto:mlpmaddieparker@gmail.com)

Marketing Manager with 2 years of experience managing social media in the health and wellness industry. Proficient in content creation and visual storytelling, with a strong focus on building community and delivering impactful results.

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### Skills

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Social Media Strategic Planning Problem Solving Content Capturing  
Project Management Collaboration Video Editing Communication

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### Experience

#### Niche Pilates Studio / Marketing Manager

JANUARY 2025 - PRESENT, RICHMOND, VA

- Created weekly newsletters for over 4,000 subscribers using BSpport and MailChimp
- Planned and oversaw photo and video shoots each quarter to grow brand identity
- Developed and launched a social media campaign aimed at attracting new clients, resulting in a 75% increase in new client acquisition that month
- Managed the Marketing Coordinator in planning a focused content calendar to meet the company's monthly goals

#### Niche Pilates Studio / Marketing & Community Coordinator

SEPTEMBER 2023 - JANUARY 2025, RICHMOND, VA

- Strategically planned and posted four reels weekly
- Collaborated with various businesses to host pop-up events
- Captured content and edited videos in Capcut for TikTok

#### Teladoc Health / Quality Expert Coach, Shift Coordinator

AUGUST 2020 - AUGUST 2023, REMOTE

- Trained and developed new hires to be successful
- Led team meetings and connection activities
- Brainstormed and completed projects to improve the coaching team

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### Education

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#### Virginia Commonwealth University

Bachelor of Science in Health, Physical Education, and Exercise Science

*Academic Highlights:* Dean's List, Magna Cum Laude

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### Certifications

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Certified Pilates Instructor, Niche Pilates Studio May 2023

National Board Certified Health and Wellness Coach, NBC-HWC July 2022