

MADDY JOPLIN

ABOUT ME

Passionate about the people, places, and things I love. Experience managing and contributing to multiple brands' social media outlets through jobs, internships, and extracurriculars.

EDUCATION

B.S. MARKETING, May 2022
minor visual communications
SAINT LOUIS UNIVERSITY - St. Louis, MO

RELEVANT EXPERIENCE

2023 ST. LOUIS AQUARIUM AT UNION STATION

Sales & Events Manager, June 2022 - Present

- Serve as the primary contact for groups, birthday parties, field trips, dive messages, and more, from outreach and inquiries through the group's visit.
- Develop marketing strategies to generate ticket sales, fundraising efforts, and general support for all Union Station Attractions through all marketing outlets, specializing in social media marketing efforts such as content creation and graphic design.
- Manage the St. Louis Aquarium Foundation's volunteer program of 150+ members, serving as Volunteer Coordinator from application/training through service.
- Restructure the vision of the St. Louis Aquarium Foundation as a member of the Strategic Planning Board, creating and implementing the future of the Foundation.
- Oversee Union Station summer interns, providing guidance, feedback, and constructive criticism on tasks and projects.

Guest Experience Entertainer, December 2020 - May 2022

- Ensure positive customer experience for up to 5,000 guests daily.
- Speak confidently in public settings to groups of ranging sizes, presenting dive chats, behind-the-scenes tours, and stationed at habitats.
- Entertain, and inspire guests while ensuring animal safety and emphasizing the aquarium's core messaging of education, conservation, and animal care.

2021 ST. LOUIS BLUES

Social Media Intern, October 2021 - May 2022

- Brainstorm and develop original content for an audience of 750K Facebook followers, 643K Instagram followers, 764K Twitter followers, and 30K TikTok followers.
- Create a variety of graphics within strict branded guidelines for multiple platforms.
- Maintain fanbase relations through all social media outlets and email.
- Assist with gameday operations and responsibilities such as photo galleries, social media monitoring, and live social content contribution.

2020 SPRINGFIELD LITTLE THEATRE

Marketing Intern, June 2019 - August 2019, June 2020 - August 2020

- Analyze social media insights to create purposeful content for an audience of 3,600+ Instagram followers and 20,000 Facebook followers.
- Develop, create and post engaging graphics, photos, and/or videos for all primary social media platforms.
- Maintain community relations through contact by email and phone.

ACTIVITIES

- Aspire (Women in Business): 2019 - 2022
 - Founding member and co-president
- OneWorld Magazine (SLU): 2020 - 2022
 - Head of Public Relations
- Zeta Tau Alpha: 2018 - 2022
 - Historian-Reporter/Marketing (2021)
 - executive board position
- St. Louis Aquarium: 2020 - Present
 - Culture Committee member
- St. Louis Aquarium Foundation: 2022 - Present
 - Strategic Planning Committee member

SKILLS

Microsoft Office Suite
Adobe Creative Cloud
Procreate (design), iMovie, Canva
Social Media
Photography (DSLR)

