

MADELINE RUTH BURNS

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New York, NY 10128

PROFESSIONAL EXPERIENCE

IvyWise

Client Relations Manager

New York, NY

June 2022 – Present

- Support and manage a team of 9 college admissions counselors and act as a program/account manager for over 100 clients enrolled in IvyWise counseling programs
- Oversee program pacing, timeline, and milestones for all assigned students, keep client files accurate and current, and establish strong client relationships to anticipate issues before they arise
- Negotiate and successfully close upsell opportunities for additional programs and tutoring, resulting in a contribution of nearly one million dollars towards the counseling program's annual revenue
- Optimize Salesforce to track and log client program opportunities, daily communications, and payments to order to oversee counselor reporting of session time and payroll
- Collaborate with Product Development team in the renovation of K-8 services, including mapping out program curricular plans and establishing sales and marketing connections
- Continuously refresh and build on current company resources by ensuring they easily accessible, student-centered, and up to date according to best practices and college admissions trends
- Expand continuous professional development opportunities through college visit and conference trips, lunch and learns, and responsive trainings as the college admissions landscape adapts and changes

The Chapin School

Grade 2 Associate Teacher, Co-Curricular Point Person, Admissions Assessor

New York, NY

August 2020 – June 2022

- Collaborated with head teacher in planning and conducting class instruction, documenting students' needs, and facilitating connections between homeroom and co-curricular teams to ideate cross-curricular opportunities
- Partnered on the construction of the Class 2 Indigenous Peoples Social Studies unit

The Columbus Academy

Grade 4 Associate Teacher, Assistant Yearbook Advisor, MS Track Coach

Gahanna, OH

October 2019 – June 2020

- Planned, prepared, and delivered grade 4 instructional materials in person and online to individualize curriculum for all students and maintain a positive learning environment

Highlights for Children

Digital Marketing Intern

Columbus, OH

April 2016 – August 2016

- Increased the Hidden Pictures app profitability 82% by conducting weekly Facebook ad campaigns and utilizing reporting metrics to produce top performing content and raise click through rate and subscriber conversation rate
- Generated an in-app communication workflow to increase engagement based on customer activity
- Expanded the number of Highlights mobile applications and created launch materials to grow the brand's digital presence

VOLUNTEER EXPERIENCE

The Columbus Academy

Alumni Representative

Gahanna, OH

November 2013 – Present

- Represent the class of 2014 with respect to on-going alumni connections, education, and philanthropy
- Grew class participation in annual fund by 13% after successful execution of five year reunion event

School the World

Corporate Volunteer

Quiché, Guatemala

May 2023

- Built an elementary school in rural Guatemala with fellow corporate volunteers from 5 companies across 10+ countries
- Executed daily social media strategy documenting the trip on behalf of IvyWise with adherence to current trends on Instagram, LinkedIn, and TikTok

EDUCATION

Vanderbilt University, Peabody College of Education and Human Development

Master of Education in Elementary Education

- GPA: 4.00 | Dean's Tuition Scholar

The Ohio State University, College of Arts and Sciences

Bachelor of Arts in Strategic Communication

- GPA: 4.00 | Minor: Education | Summa Cum Laude | Delta Gamma- Epsilon Chapter

SKILLS, ACTIVITIES, AND INTERESTS

- Intermediate Spanish
- Painting, boxing, traveling, children's books, dog sitting
- Microsoft Office Suite, Salesforce, Asana Project Management Software, Adobe Photoshop, StudioWorks, website design, Canvas LMS, Google Workspace, Zoom, SeeSaw LMS, SharePoint, Microsoft Teams