

# MADISON VERMAN

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## EDUCATION

**The Pennsylvania State University**  
*Smeal College of Business*  
Bachelor of Science in Business Management

**University Park, PA**  
May 2025  
**GPA: 3.43**

**Study Abroad Institution**  
*International Studies Institute (ISI) at Palazzo Rucellai*

**Florence, Italy**  
Jan 2024 – May 2024

## RELEVANT EXPERIENCE

### Philadelphia 76ers

**Camden, NJ**

*Content Intern*

*June 2024 – August 2024*

- Produced and edited video material using Adobe Premiere, including highlight reels and GIFs from archival footage
- Created engaging TikTok videos for the Sixers' page, with a following of 1.2 million, boosting fan interaction and visibility
- Collaborated on content development for drafted players and free agency signings, supporting press conferences and test shoots
- Participated in cross-departmental meetings and brainstorming sessions to plan and schedule various content ideas and daily social media updates
- Executed video logging, color correction, and user-generated content projects, ensuring high-quality and visually appealing media assets

### Thriftpilly LLC

**Villanova, PA**

*CEO/Founder*

*May 2020 - Present*

- Operated an online vintage and secondhand clothing store through Shopify and social media platforms, catering to a niche market and successfully growing the brand's Instagram following to over 20,000 through targeted marketing and high-quality content
- Fostered enduring customer relationships through personalized service and adapted marketing strategies to changing online algorithms and fashion trends, driving customer engagement and sales
- Engaged in competitive analysis to identify market trends and opportunities, enhancing strategic business decisions, and positioning the brand effectively against competitors
- Planned, marketed, and executed in-person pop-up shops, increasing brand visibility and store revenue

### Play by Play Sports Broadcasting Camps

**Villanova, PA**

*Social Media Intern*

*June 2022 - July 2022*

- Produced eye-catching digital content by photographing and videotaping campers performing broadcasting activities
- Developed innovative social media strategies, significantly boosting audience outreach and engagement

### Scholastic Play by Play Classics

**Philadelphia, PA**

*Event & Sales Manager*

*Nov 2017 – Jan 2024*

- Managed sales operations at national high-school basketball tournaments, including ticketing, programs, and concessions, maintaining efficient transactions
- Recruited, trained, and supervised sales teams, implementing effective sales strategies and ensuring task completion

## LEADERSHIP AND ACTIVITIES

### Zeta Tau Alpha – Organization

**University Park, PA**

*THON™ Marketing Chair*

*June 2024 - Present*

- Designed graphics and compelling content to share to the ATO/ZTA THON social media platforms, enhancing engagement and fostering connections between members and alumni

*THON™ Alternative Fundraising Committee Member*

*Feb 2022 – Present*

- Fundraised for childhood cancer awareness through a 46-hour dance marathon and coordinated donation efforts as a member of the 'THONvelopes' committee

*Social Chair*

*Feb 2022 – Jan 2024*

- Organized and executed events, managing budgets, logistics, and risk management in compliance with Penn State, OFSL, and Zeta Nationals guidelines

## SKILLS AND INTERESTS

**Skills:** Proficient in Microsoft Office Suite, Adobe, Shopify, Social Media Platforms

**Interests:** Sports, Thrifting, Philanthropy, Travel, Music