

MADELINE MARINA ROBBINS

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, California **May 2022**

Master of Business Administration; Concentration & Certificate in Sustainability and Social Impact

- **Leadership:** President of Net Impact Chapter; Marshall Leadership Fellow
- **Honors:** Brittingham Social Enterprise Fellow; The Consortium Member; Forté Fellow & Scholarship Recipient
- **Competitions:** Wharton's Total Impact Portfolio Challenge, Second Place (building a foundation's ESG investment portfolio); UBS Everyone's Global Business Case Competition, Third Place (advocated investment in Black entrepreneurs)

Washington University in St. Louis – St. Louis, Missouri **May 2014**

Bachelor of Arts in Religious Studies (Graduated with College Honors)

GRADUATE INTERNSHIP EXPERIENCE

The Rockefeller Foundation – Remote **June 2021 – Mar 2022**

Communications, Policy & Advocacy, Summer Associate

- Consulted across strategic initiatives to develop cohesive communications strategies and touchpoints across programs: Equity & Economic Opportunity, Food, Innovation, Innovative Finance, Clean Energy, and Health
- Managed alignment across internal teams and two external agency partners to deliver organizational rebrand project
- Successfully engaged high-profile stakeholders to secure their public participation in #EquityisOpportunity campaign

Accion International – Remote **May 2021**

Global Advisory Solutions, Development Consultant

- Performed prospect research, designed partnership strategies, and recommended tactical alignment priorities to drive relationships with top institutional philanthropic and development bank prospects in Africa, Asia, and Latin America

WORK EXPERIENCE

London Bio Packaging (Bunzl PLC) – London, England, UK **2017 – 2020**

Head of Business Unit

- Directed environmental social enterprise promoting closed-loop systems; oversaw sales/development, client services, strategic planning, business operations, and marketing while managing a team of five; managed £1.6M in annual revenue
- Nurtured key customer partnerships with top 20% of portfolio, retained largest customers after significant price increase
- Led development strategy, securing two of the largest accounts won in three years, worth ~£1M estimated value
- Negotiated with senior leaders for further investment in communications; secured 75% of division's marketing budget

Marketing Manager

- Aligned organization under a new social-impact focused strategy including vision, mission, values, and brand positioning to reinvigorate team toward a common goal and authentically reach target market of eco-conscious, small business owners
- Devised new digital strategy and KPIs, increasing e-commerce sales by 28%, establishing the e-commerce site as the most efficient sales channel, and 51% growth in social media following

thenetworkkone – London, England, UK **2016 – 2017**

International Consultant, Communications

- Collaborated with 13 social-impact focused advertising agencies across 11 countries to publish CSR thought-piece
- Launched new advertising competition and large-scale event in two months; exceeded entries objective by 40%

General Mills, Inc. – Minneapolis, MN **2014 – 2016**

Marketing Communications Planner: Muir Glen Organic, Cascadian Farm Organic, Green Giant

- Facilitated collaboration with five cross-functional teams and agency partners to design and execute most successful communications campaign in brand's history; resulted in +15M unique impressions
- Secured additional \$1M budget through pitch to Vice President, growing investment in organic food brands by 40%

SKILLS & INTERESTS

- **Key Strengths:** Relationship Development; Public Speaking; Deck Design; Creating Order from Chaos; Galvanizing Teams
- **Personal Passions:** Budgeting and Financial Planning; Vegetarianism; Electric Vehicles; Dachshunds; Salsa Dancing
- **Citizenships & Languages:** USA Citizen: English (Native); EU Citizen: Italian (Fluent)