

# MYRON MADDEN

STORYTELLER.

Marketing strategist with 8+ years of experience crafting data-backed content to drive action and engagement. Recognized for launching high-performing campaigns across major pop culture brands.

## EDUCATION

### Southern Adventist University

Bachelors of Mass Communication:  
Writing & Editing  
2016

## AWARDS

**Green Eyeshade Award**  
Feature Writing | 2018

**Society of Adventist Communicators**  
Long-form Writing | 2017

**Society of Adventist Communicators**  
Student Newspaper | 2014

**Insight Magazine**  
Creative Writing | 2014

## CONTACT

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## EXPERIENCE

### Email Marketing Coordinator

Funko | Jan 2023 - present

Develop and execute email campaigns featuring iconic pop culture licenses like Marvel and Disney, leveraging behavioral data to boost consumer engagement.

- Increased email CTOR by 45% through strategic A/B testing across three brands, optimizing content based on engagement patterns and preferences.
- Launched three segmented newsletters, driving a 55% boost in CTOR benchmarks by tailoring content to specific audience affinities (horror, anime, in-store).

### Content Marketing Manager

Museum of Pop Culture | April 2022 - Dec 2022

Devised and implemented content strategy that led to the museum's first sold-out event since 2019.

- Developed gamified social media content that drove consistent follower growth, attracting 100+ newcomers weekly using behavioral insights.
- Revitalized monthly newsletter through A/B testing, unorthodox CTAs, and persuasive copy, increasing open rates by 11% and CTR by 118%.

### Content Marketing Specialist

Autel Robotics | May 2021 - Dec 2021

Developed content strategy for #2 industrial drone manufacturer in the US, in addition to copywriting for products, videos, and ads.

- Boosted inbound web traffic by 65% using articles and engaging social media copy; paired house ads to capitalize on influx with minimal overhead.
- Created Autel First Class, an email newsletter branded as an exclusive experience, which boosted inbound web traffic another 85%.

### Staff Reporter

Chattanooga Times Free Press | 2016 - 2019

Wrote 5-7 stories per week for city newspaper and local magazines.

- Pitched special issue for lifestyle magazine that catered to overlooked demographic and still lives on as a popular annual feature.
- Collaborated with design team to create image-heavy spreads, videos, and even musical components that told stories in unexpected ways.

## CONTRACT WORK

### Marketing Copywriter

Allytics  
Jan - Apr 2022

Wrote video, email, and ad copy for Microsoft and Microsoft partners.

### Creative Copywriter

PowerA  
Apr - Jun 2022

Wrote web and ad copy for Nintendo-licensed gaming accessories.

### Video Game Blogger

BitBloggist  
2019 - 2020

Wrote monthly articles about gaming culture to accompany podcast.

## ADDITIONAL SKILLS

Photoshop	Salesforce	Asana	Sprout	GA4
InDesign	Klaviyo	Jira	Hootsuite	Excel
Final Cut	Listrak	Wrike	Shopify	PowerPoint