

# MADELEINE COPP

647-268-2065 | [madeleine.copp@gmail.com](mailto:madeleine.copp@gmail.com)  
[www.linkedin.com/in/madeleine-copp/](http://www.linkedin.com/in/madeleine-copp/)

---

Providing unexpected solutions to unanticipated problems

---

## SKILLS

- **Marketing:**  
Identify and analyze emerging trends • PEST market analysis • Marketing mix • Qualitative research • Quantitative research • SWOT market analysis • Personas • SEO • Social media including Twitter, Facebook, and Instagram
- **Project management:**  
Work breakdown schedules • Agile Scrum production environments • Proficiency with Trello and Smartsheet • Risk assessments • Budgeting
- **Content strategy:**  
Content audits • Content structure guidelines • Digital strategy analysis • Governance documents including editorial calendar
- **UX design:**  
Proficiency in Sketch, Invision, Marvelapp, Axure, Adobe UX • Personas • User flowcharts • Wireframes • High- and low-fidelity prototypes • User research • Usability testing
- **Computer software:**  
Proficiency in MS Office (Word, Excel, Powerpoint) • Proficiency in iWorks (Numbers, Pages, Keynote) • Knowledge of Adobe Creative Suites (UX, Photoshop, Premiere) • Knowledge of HTML, CSS, Javascript, and JQUERY • Content management systems

## EXPERIENCE

### MOONEY ON THEATRE

*Contributor, Toronto, 2014-present*

**Company:** Blog dedicated to reviewing Toronto theatre using accessible language and constructive criticism.

#### Responsibilities

- Review Toronto theatre for online publication using a clear, accessible, and friendly writing style to engage with a diverse readership
- Edit articles independently and according to editor feedback to deliver high-quality content
- Pitch and contribute original feature articles resulting in new site content
- Meet same-day publication deadlines during festival coverage to comprehensively cover all shows resulting in early press coverage for productions
- Conduct interviews both in person and by e-mail resulting in two feature articles that discuss mature subject matter with tact and diplomacy

### SPEAX INC.

*Digital Project Management Intern, Toronto, Canada, 2017*

**Company:** Mobile digital game company dedicated to language learning for adults.

#### Responsibilities

- Planned and implementing Agile/Scrum during a project's development Conducted and lead checkin meetings in accordance to Scrum methodology in order to foster strong working relationships among project teams through communication
- Facilitated the milestone process by identifying or anticipating challenges for the project by listening, communicating, and engaging with the digital team

- Participated in development meetings with team leads and documenting all relevant decisions that include deliverables and their associated timelines
- Established administrative methodology for project documentation
- Provided technical and cultural research support on cloud services and cultural and historical trends in Paris
- Evaluated competitors with attention to UX and UI design to assess potential improvements or avenues for product improvement

### **WILD CITY: VIRTUAL REALITY APPLICATION PROTOTYPE**

**Course:** *Senior Project, Centennial College, Interactive Media Management, Toronto, 2017*

**Project:** Devised and built high fidelity prototype for a virtual reality game aiming to change the human-first approach to urban design by allowing the user to explore the city of Toronto from the point of view of local wildlife.

#### **Responsibilities**

- Created paper prototype of the application using iterative design techniques
- Conducted competitive analysis to establish strategy for game content and design
- Constructed personas that represented targeted user group and potential pain-points based on application's intended goals
- Engineered an interactive wireframe and prototype of the game process using Sketch and Marvelapp
- Coordinated development team in-person and via e-mail to ensure all deadlines were met according to production schedule
- Developed comprehensive analytics plan that included relevant KPI's and Metrics to measure application's success
- Provided annotated wireframes and application flowchart with attention to details necessary for development team

### **MUSKOKA BREWERY: GO-TO-MARKET STRATEGY**

**Course:** *International Business Capstone Project, Marketing, Aarhus, Denmark, 2017*

**Project:** Working as part of an international team, developed and delivered a go-to-market strategy informed by the question: what is the most effective way to utilize the elements of the marketing mix to launch a new product from Muskoka brewery into the Danish market?

#### **Responsibilities**

- Evaluated the Danish beer market using quantitative and qualitative research methodologies to from political, economic, social, and technological perspectives
- Outlined and implemented a marketing strategy to collect data through academic research, surveys, observations, and interviews within the project timeline
- Conducted surveys and interviews with Danish public, Danish liquor store owners, and Danish bartenders to provide market insight to Muskoka Brewery about the existing Danish beer market
- Applied findings to marketing-mix promotional strategy for Muskoka Brewery with recommendations to assist the company's entrance into the Danish beer market, including which product to launch, how to market the product, and how to mitigate risk in a new market

### **EDUCATION**

**Postgraduate Certificate: Interactive Media Management**

Centennial College, Toronto, January 2017-December 2017

**Master of Fine Arts: Theatre Studies**

University of Calgary, Calgary, September 2011- November 2013

**Bachelor of Fine Arts: Theatre Production and Design and English Literature**

University of British Columbia, Vancouver, September 2006-June 2011