

Madison Wallace

Lead Marketing Specialist

Dynamic, detail-oriented marketing content writer with a knack for distilling industry jargon into engaging content that appeals to a wide variety of audiences. Proven experience in strategic planning, project management and campaign execution.

Connect

Email

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Phone

(513) 720 - 4855

Portfolio

www.MadisonWallacePortfolio.com

Education

Aug 2013 - May 2017

Xavier University

Cincinnati, Ohio

Bachelor of Arts, Public Relations & English with Writing Minor

- 3.71/4.0 | cum laude
- Jesuit honor society, **Alpha Sigma Nu** member & Connolly Award Recipient, **English Literature**

Skills

Technical & Creative Writing

Editing & Proofreading

Marketing Strategy & Brand Development

Critical Thinking & Research Analysis

Presentation Design

SEO & Content Analytics

Interests

Photography

Urban Sustainability

Hiking & Camping

Experience

Jun 2017 -

present

Lead Marketing Specialist

Gensuite LLC

- **Develop and plan marketing campaigns** aligned with corporate objectives through close collaboration with the company's executive, New Subscriber Development and internal marketing teams
- **Write, edit and manage design** for technical & creative content including print collateral, email marketing, web content, social media, video, advertisements, blog articles, presentations and public relations opportunities
- **Provide comprehensive editing & proofreading** services for all marketing content, including emails, landing pages, content offers, video scripts and social media content
- **Create & refine product sales tools**, including training videos, presentations and technical documentation
- **Conduct research** in Environmental, Health & Safety (EHS), sustainability, and related industries to develop effective marketing strategies

Promotions: Marketing Associate (Aug 2017), Marketing Specialist (Aug 2018), Lead Marketing Specialist (May 2019)

Aug 2016 -

Jul 2017

Communications Intern

Skyward NKY

- **Planned and developed targeted social media content** and strategy to increase organizational visibility
- **Managed social media communities**, including Facebook, Twitter and Instagram
- **Wrote and edited website content** with a focus on health and wellness education

Jun 2016 -

Aug 2016

Marketing Intern

Candle-Lite Company

- **Developed and implemented PR strategy** to launch new scent technology
- **Researched and contacted micro-influencers** and media outlets weekly to increase press coverage
- **Screened and organized** focus group participants
- **Analyzed and compiled industry market-research** to qualify product development

Aug 2015 -

Dec 2015

Public Relations Assistant

Newport Aquarium

- **Wrote news releases**, feature stories, blogs and social media posts
- **Conducted interviews** to develop compelling social media, blog, and feature story content
- **Managed online company event calendars** via more than 30 publications in the Greater Cincinnati area