



Madeleine Hollis

COPYWRITER

Details

New Orleans, LA
United States
(318) 230-9858
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Links

[LinkedIn](#)
[Portfolio](#)

Skills

Blog Copy

Email Marketing

Technical Writing

SEO

Microsite Development

Editing

Paid Search and Social Media

Infographics

Languages

English

French

An enthusiastic and multi-talented writer with 3+ years of diverse writing and marketing experience. Committed to creating exceptional, well-researched content across both print and digital platforms.

Employment History

Technical Writer/Marketing Specialist at MSMM Engineering | New Orleans, LA

JANUARY 2024 — PRESENT

Collaborated with engineers to create technical documents concisely detailing complex concepts, while also improving the reach of the company through marketing material.

- ◆ Developed comprehensive 100-page proposals for Federal, state, and local clients under tight deadlines, averaging 2-3 weeks.
- ◆ Created a marketing strategy that improved social media post impressions by 3,445% and following count by 550% within the first month.
- ◆ Wrote and designed various marketing materials such as brochures and company capability packages.

Marketing Copywriter at Blackboard/Anthology, Inc. | Remote

JANUARY 2022 — JULY 2023

Crafted and proofread copy for social media, e-mail campaigns, articles, and microsites. Worked closely with graphic designers and client success managers to provide well performing collateral for 10+ clients at a time, including high-profile academic clients such as Baylor, Rutgers, and Rice University.

- ◆ Created media schedules and published 2-3 blogs a week, averaging ~1k words each.
- ◆ Crafted entirely new copy for large, multi-page university websites.
- ◆ Excelled in paid search ads for Google and achieved higher-than-average traffic and user involvement through ads written for Facebook, Instagram, and LinkedIn.
- ◆ Formulated and managed editorial calendars to ensure creative, client-specific ideas for blogs, social media, and e-mail campaigns.
- ◆ Influenced clients to expand copy horizons to fit evolving best practices.
- ◆ Utilized SEO to produce copy with highest-possible visibility.

Freelance Writer at New York Moves Magazine | New York, NY

JANUARY 2021 — PRESENT

Pitched, researched, and authored up to four articles per issue, ranging from music and movie reviews to food and culture features.

- ◆ Presented highly researched current events in both politics and pop culture for weekly newsletter.
- ◆ Spearheaded publicity e-mail campaign that focused on reaching out to talent for opportunities in future issues.

Technical Editor/Office Manager at Studio A+T Architects | New York, NY

JANUARY 2021 — NOVEMBER 2021

Executed both administrative and technical writing tasks.

- ◆ Edited all outgoing copy for RFIs and RFPs.
- ◆ Researched and crafted copy for grants.
- ◆ Liaised with vendors and customers to lead both accounts-payable and accounts-receivable departments.
- ◆ Managed and oversaw daily activities, such as scheduling meetings and keeping notes on office events.

Education

Bachelor of Arts in English, University of New Orleans | New Orleans, LA

Certificate of Graphic Design, Emory University

Adobe Illustrator, InDesign, and Photoshop