

Madison Andrews

832.726.5522 | mad.andrews526@gmail.com | madison-andrews.com

Education

The University of Texas at Austin
B.A. English

Work History

Design At Work

Senior Copywriter
September 2022 – *present*

- Increased social media engagement for a CPG brand by 36.8% year-over-year through influencer partnerships, targeted ad campaigns, and organic content initiatives
- Grew email marketing list from 96 to more than 1000 contacts through primarily organic channels
- Achieved top-10 Google rankings by optimizing web content
- Cultivated client relationships through monthly office meetings, shared meals, daily email correspondence, and impromptu phone calls
- Provided impactful copywriting for websites, digital ads, email marketing, blog posts, social media, press releases, and sales collateral
- Launched three branding campaigns for small-to-midsize businesses
- Developed shared and personal processes to enhance productivity and communication

Integrate Agency

Digital Content Manager
September 2021 – September 2022

- Managed a team of freelance writers, maintained content production calendars for multiple clients, and collaborated with internal and external teams to develop omnichannel marketing strategies
- Created optimized content for landing pages, blog posts, case studies, white papers, social media, and email marketing, as well as copy for traditional advertising channels
- Achieved top-10 Google rankings by optimizing web content

Subsea Solutions

Reports Assistant
February 2020 – September 2021

- Edited third-party well-control and rig equipment compliance audits
- Wrote final reports distributed to clients
- Maintained administrative order in two-person Reports Department

Madison Andrews

832.726.5522 | mad.andrews526@gmail.com | madison-andrews.com

Austin Presbyterian Theological Seminary

Journal Editor and Teaching Assistant

August 2016 – May 2018

- Edited, designed, and contributed writing to bi-monthly community journal populated with campus news, academic articles, personal essays, and poetry
- Led review sessions for master's-level students and assisted instructor in large lectures

The Department of English, The University of Texas at Austin

Teaching Assistant

August 2015 – June 2016

- Led discussion sections for undergraduate introductory English courses
- Graded papers
- Assisted instructors in large lectures

Skills

Team leadership
Relationship building
Collaborative idea generation
Brand development
Strategic messaging
Multichannel marketing strategy
Project management
Content strategy
Content calendar management
High-impact copywriting
Email marketing strategy
Social media strategy
Influencer partnerships

Digital Competencies

Active Campaign
Adobe Creative Suite (InDesign, Illustrator, Photoshop)
Ahrefs
AI writing and productivity enhancement tools
Basecamp
ClickUp
Constant Contact
Mailchimp
Microsoft Office Suite
SEMRush
Sendible
Slack
WordPress