

MADISON VONSOSEN

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SUMMARY

I'm a content creator and strategist passionate about crafting stories that spark conversations and build connections. Combining market research with consumer insights, I create tailored, data-driven content that resonates with audiences and drives action. My goal is to help organizations bridge the gap between their brand and people, turning ideas into strategies and audiences into loyal customers.

SKILLS

- Copywriting
- Project Management
- Google Analytics
- Market Data Analysts
- Public Relations
- HubSpot
- Digital Marketing
- Social Media Marketing
- QuickBooks

WORK EXPERIENCE

- Lifecycle Marketing Copywriter | Achieve** 2024 - 2024
- Collaborated with data analysts and project managers to design comprehensive content strategies, including email, newsletters, and SMS, to maximize audience engagement and create positive customer journeys.
 - Developed engaging email campaigns leveraging market data and A/B testing to convert prospects into loyal customers. My final email campaign at Achieve increased home equity line of credit digital applications by 184%.
- Celebrity Content Curator | PETA** 2022 - 2024
- Penned articles for PETA.org and PETALatino.org, wrote scripts for celebrity videos, edited celebrity media projects and brainstormed with stakeholders to develop campaign ideas for celebrities that support PETA's mission.
 - Cultivated relationships with entertainment industry professionals, encouraged celebrities to participate in PETA campaigns and developed mood boards and organized shoots for new campaigns.
- Marketing Content Creator | Finicast** 2022 - 2024
- Spearheaded content pipeline for the start-up website, blogs, and social media platforms; used SEO to boost site traffic; implemented strategies to enhance and monitor digital engagement.
 - Developed strategic lifecycle marketing email workflows designed to drive sales and enhance customer engagement.
- Social Media Manager and Content Creator | Freelance** 2014 - 2024
- Boosted brand visibility by creating compelling short-form content, curating impactful long-form social media posts, and producing a variety of engaging content across multiple platforms to captivate and grow the audience.
 - Designed and produced engaging eBooks and visually compelling social media graphics.
- Social Media and Gym Manager | Mo-Mentum Fitness** 2020 - 2022
- Developed social media content, conducted market research, designed digital ads, and managed client communications through targeted marketing emails and SMS campaigns.
 - Designed and produced high-quality, premium eBooks.
- Growth Analyst Intern | Shadow Creative Studios** 2021 - 2021
- Designed a content system, wrote press releases, monitored web analytics, and integrated analytics & marketing automation tools to boost social media engagement.
 - Built case studies for creative projects.

EDUCATION

BA Mass Communication & Media Studies | Arizona State University
AS, Associate of Science | Utah State University