

Creative Marketing Specialist

HEY, I'M MADELINE ANDERSON

Creative digital marketer skilled in social storytelling, paid + organic strategy, and content production across Meta, TikTok, and YouTube. Experienced in brand campaigns, analytics, and multi-channel creative execution.

WORK EXPERIENCE

Digital Marketing Specialist

Freelance | August 2021 - Present

- Develop and execute multi-platform content strategies that drive measurable growth, including short-form video, social campaigns, and email storytelling.
- Produce and edit Reels, TikToks, and YouTube Shorts aligned with trends and audience insights to increase reach and engagement.
- Track KPIs in Google Analytics and Meta Insights, turning metrics into clear optimization recommendations.

Marketing Assistant

Sew Steady | July 2023 – August 2024

- Managed social campaigns that helped drive a 35% increase in engagement across key platforms.
- Produced visuals, videos, and captions that emphasized authenticity and strengthened community connection.
- Supported influencer collaborations by coordinating deliverables and reporting on performance.

VP of PR & Marketing

UO Tri Delta | February 2023 – January 2024

- Directed integrated marketing efforts that contributed to a 40% rise in engagement across key communication channels.
- Designed branded templates and visual guidelines to unify chapter communications.
- Created recruitment and philanthropy content aligned with national messaging and chapter goals.

Social Media Manager

Wilshire Avenue Church | June 2019 – Aug 2021

- Managed the organization's digital presence and weekly content calendar to maintain community connection during the pandemic.
- Produced visual and written content that strengthened engagement and supported ongoing livestream programming.
- Aligned messaging with leadership priorities and seasonal initiatives to ensure cohesive communication.

CONTACT

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Portland, Or

SKILLS

- Adobe Creative Suite, Canva, Figma
- JavaScript, HTML, CSS, & Python, & Processing, WordPress
- Cross-team coordination, timeline management, content approvals
- Content calendars, community management, paid social & organic growth

EDUCATION

Bachelor's degree
Advertising &
Multimedia Design
University of Oregon

RELEVANT COURSES

Account management,
Design Production, Green
Brand Strategy, Capstone
Campaigns, Digital Media,
Mixed Media