

MADISON BLEEKER

COMMUNICATIONS SPECIALIST

Professional Summary

An experienced work-from-home marketing professional with a passion for editorial project management, communication strategies, data-driven marketing, and content creation. Very time-oriented, organized, and have strong problem-solving skills. In addition, experienced with web copywriting, copyediting, compiling metrics, and SEO strategy.

Key Strengths

- Copywriting, Copyediting, and Content Development
- Search Engine Optimization
- Adobe Creative Suite: Premiere, Audition, InDesign, Photoshop, Lightroom, Acrobat
- Constant Contact, MailChimp, and Higher Logic
- SEMRush
- Metric Tracking and Reporting
- Media Relations
- Project Management
- Detail Oriented
- Social Media: Twitter, Facebook, Instagram, LinkedIn, YouTube
- Google My Business, Google Analytics, Google Trends
- Strategy Planning
- CMS: WordPress
- Invoicing (OnBase) and Budget Tracking
- Asana, Monday, and Basecamp
- Service Desk Management (Freshdesk)
- Microsoft Office Suite: Excel, Word, Powerpoint, Outlook, Teams, OneDrive, Sharepoint
- Friendly, flexible, and work well under pressure

Education

VIRGINIA COMMONWEALTH UNIVERSITY

Bachelor of Science in Mass Communications - Digital Journalism | Broadcast Journalism
Aug 2015 - May 2019

Editor-in-Chief of Her Campus at VCU | Spring 2019

Senior Editor of Her Campus at VCU | Fall 2018

Writer and Photographer of Her Campus at VCU | Spring 2018

Career Experience

COMMUNICATIONS SPECIALIST

ASTHO | June 2021 - present

Develop communications plans for webinars, conferences, in-person and virtual events, and micro learnings, assist in the development of the Public Health TechXpo communications plan, manage tight deadlines with high demands, work closely with the web, member engagement, and technology teams to ensure enhanced communications and strategy plans across divisions, compile KPI/ROI metrics for various reports which include newsletters, media reach/exposure, and deliverables, write and edit a variety of content to support communications and marketing efforts, support the Public Health Review Morning Edition newscast promotion, increase traffic to podcast through SEO efforts, contribute to and support ASTHO's commitment to Monday.com migration for project management, develop and maintain project management dashboard, work with communications team to establish editorial calendar, support campaigns from idea through implementation, support social media efforts, lead training of communications coordinator and onboarding of second communications specialist, assign and manage tasks of communications coordinator, assist in the contracting and development of ASTHO's first book, assist with responding to media inquiries as needed, maintain and update relevant website and intranet information, perform SEO on written deliverables and maintain SEO strategy, provide support in other communications functions as needed, maintain knowledge of brand standards and identity, maintain strong organizational and time management skills, demonstrate strong writing and editing skills to communicate clearly and effectively, and stay on top of professional development opportunities.

Career Experience Continued

COMMUNICATIONS COORDINATOR

ASTHO | January 2021 - June 2021

Provided administrative support to the senior leadership team, developed and maintained project management tools including Monday.com, monitored media inbox for media requests and interview scheduling, monitored public relations inbox to serve as a liaison between project teams and public relations team for CB/TA communications and projects, supported public relations team with CB/TA deliverables including project tracking, file organization, and ticket submissions, assisted with budget tracking and reporting, managed invoices and filed check requests, scheduled Desk Side Briefing calls with media outlets, wrote press releases for upcoming news, assisted in the planning and execution of events and webinars, tracked and reported metrics on events such as the TechXpo, provided quotes for live tweets during webinars and events, collected, entered, and tracked monthly metrics, created monthly metric reports, managed media and PIO contacts, and stayed current with the company's identity, mission, goals, and brand standards.

COMMUNICATIONS COORDINATOR

Thriveworks | July 2020 - December 2020

Developed and implemented strategic communications, created over 600 pieces of written content for the company website, published content online using CMS WordPress, worked closely with Content Development Manager on all blogs and content, collaborated on impactful multi-media communication campaigns, planned and executed corporate brand messaging, performed keyword research through SEMRush, Screaming Frog, and other SEO platforms, refreshed existing website content, managed and implemented key messaging across all communications programs for consistency, worked with multiple departments, supported tracking and report of marketing KPIs, analyzed data from various sources, managed projects and delivered excellence.

MARKETING ASSISTANT

Tidewater Physicians Multispecialty Group | July 2019 - July 2020

Wrote, coordinated, and managed the distribution of content to media contacts, prepared and accompanied providers to media interviews for print and television, worked with vendor on pre-production of numerous videos for providers, produced, directed and cut videos with Chief Medical Director to disseminate COVID-19 information quickly to staff and providers, wrote content intended to grow the company's online presence, ghostwrote content for quarterly Hampton Roads Physician Magazine, assisted with regular website updates, coordinated with Physician Liaison to maximize the engagement of TPMG providers, tracked Google Analytics, assisted in executing media strategies, compiled monthly internal newsletter, integral in corporate Facebook page strategy, served as liaison between TPMG and vendors, assisted with on boarding new providers, prepared and gathered reports for monthly Marketing Committee to shareholders, managed and updated the Marketing budget monthly, accurately targeted and boosted Facebook posts, coordinated virtual physician visits, created graphics for social media strategy, was responsible for the Patient Service and Company Culture presentation to all new hires monthly, worked closely with all departments to promote excellent customer service, provided support to the organization in all marketing efforts, worked with a team on strategic communications, accurately coded and managed filing of marketing invoices, was responsible for quality control and consistency of brand standards with print and apparel vendors, worked closely with Marketing Director on Brand Standards document to include frequent updates, and worked closely with Accounts Payable to assure the department annual budget was on target.

Contact

Mobile: (757) 759-9621

Email: bambini73@gmail.com

<https://madisonbambini.wixsite.com/portfolio>