Alex Madison

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Content marketing writer with 10+ years’ experience. Specializes in valuable, high-performing content including marketing, email, social media, news, and crisis communications. A background in journalism with growth-driving content strategy skills.

# Skills

# SEO/SEM

# Email Marketing

# Content Strategy

# Photography/DSLR

# Adobe InDesign

# Blogging

# Google Analytics

# Brand Awareness

# Content Management

# Digital Marketing

# Data Analysis

# Social Media

# Experience

**Content Marketing Writer III,** Kaiser Permanente Feb. 2020 - present

* Develop high-performing content focused on brand reputation, awareness, and engagement
* Content is frequently among top 10 highest performing articles on NCAL external site
* Contributed to 69% increase in unique page views, and 86% increase in subscribers year 2020
* Help develop content strategy that showcases the unprecedented COVID-19 response of Kaiser Permanente and its positive community impact

**Copywriter & Content Strategist,** EO Products April 2019 – Nov. 2019

* Led copywriting efforts in cross-functional marketing campaigns including web copy, email, social, and blog
* Optimized web and e-commerce copy with SEO/SEM and UX writing to ensure positive user experience/ROI
* Drove brand awareness through brand storytelling, user-generated content, and customer testimony

**Assistant News Editor,** Bay Area Reporter Feb. 2017 - April 2019

* Engaged online and print audiences with compelling storytelling, data-driven content, and trending news
* Created an effective content strategy to ensure reader engagement, breadth of coverage, & trending topics
* Managed breaking news, social media channels, and a weekly blog
* Edited and fact-checked all news content and wrote headlines

**Freelance Content Producer,** Academy of Art University, The Bold Italic Jan. 2017 - present

* Drive online engagement and brand awareness through content marketing production for AAU publications
* Highlight the value of AAU through meaningful storytelling about students, staff, and programs
* Write popular personal essays and reported pieces for Medium’s *The Bold Italic*

**Content Manager,** California College of the Arts May 2017 - July 2017

* Facilitated and edited digital content to ensure brand cohesion, content strategy, and SEO/SEM
* Increased brand awareness and engagement with social media and blog content production
* Produced and formatted visual content for various programs and departments of the college

**Education Reporter,** The Grants Pass Daily Courier March 2016 – Jan. 2017

* Wrote an education column that was among the top-performing columns of the daily
* Reported on education, crime, cannabis industry, local politics, and other general assignment topics
* Photographed events, portraits, and breaking news

**Additional Experience** 2011-2016

Social Media Specialist — Easy Media

Editorial Intern — Portland Monthly Magazine, Digital Trends

Editorial Assistant — Portrait Magazine

Education

# Washington State University — B.A. Journalism