

# Alex Madison

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## Summary

Senior content marketing writer/copywriter with 8 yrs. experience. A background in journalism with a specialization in copywriting, content strategy, and branding.

## Skills

Content marketing production – 8yrs  
Copywriting emails, social, web – 5yrs  
Cross-functional marketing – 6yrs  
Data-driven content strategy – 6yrs

Brand awareness, reputation – 8yrs  
Photography, InDesign – 8yrs  
UX tech design, apps – 2yrs  
Collab engineers, designers – 2yrs

## Experience

### Content Designer — Meta

July 2022 – present

Improve UX for FB users through in-product language, flows, features, & content frameworks  
Reduce user friction resulting in revenue gains, top line measurement movement and retention  
Lead content strategy in cross collaboration with engineers, designers and stakeholders

### Content Marketing Writer IV – Kaiser Permanente

Feb. 2020 – July 2022

Produced high-performing content focused on brand reputation, awareness and engagement  
Contributed to a 69% increase in unique page views and an 86% increase in subscribers in 2020  
Developed a COVID-19 content strategy demonstrating positive community impact

### Copywriter — EO Skincare

Feb. 2019 – Nov. 2019

Led copywriting and brand strategy in cross-functional marketing campaigns: web, email, social  
Drove brand awareness through storytelling, user-generated content and customer testimony  
Optimized brand and e-commerce copy with SEO/SEM

### Assistant News Editor — Bay Area Reporter

March 2017 - April 2019

Increased engagement through storytelling, breaking news and investigative journalism  
Developed a content strategy that drove readership and produced unique news coverage  
Covered LGBTQ news not often reported by larger media outlet

### Reporter — Grants Pass Daily Courier

March 2016 – Feb. 2017

Reported on education, crime, cannabis industry, local politics, general news reporting

### Freelance Writer

2017 - 2022

Academy of Art University, AvanaDe, Medium, CA College of the Arts, Strategy Maven Agency

## Education

B.A. Journalism - Washington State University, Edward R. Murrow College of Communication