



madelinesoleski@gmail.com
@maddsoleski
madelinesoleski.com

Professional Experience

Content Strategist: Ellsworth Adhesives

Germantown, WI

May 2016-Present

- Manages website content including product data entry, product data maintenance, copywriting and content architecture
- Executes analytics reporting on web metrics, recognizing weaknesses within the digital strategy by actively reviewing data
- Collaborates closely with developers and designers to help support the overall web strategy through ongoing analysis and reporting of metrics, continually striving to improve user experience
- Exercises search engine optimization strategies including the creation and implementation of SEO initiatives
- Supports online advertising campaigns, product photography and the creation of graphics, pages and layouts

Online Marketing Intern: E-Power Marketing Inc.

Oshkosh, WI

February 2015-May 2016

- Compiled client reports to illustrate program results and worked with account leads to carry out and implement programs
- Supported social media marketing programs through content creation, analytics projects and research
- Conducted industry research to reinforce and strengthen the company's services and strategies

Marketing Intern: UW Oshkosh College of Business

Oshkosh, WI

November 2014-Present

- Assisting the College of Business Professional Development Office with publicity materials, student resources, internship and career development events and social media channel content while serving as a representative between students, faculty and businesses

Social Media Intern: Sustainable World Coalition

Berkeley, CA

August 2013-June 2015

- Researched and managed various social media platforms in order to promote the values and goals of sustainable living, alongside organization events and educational material
 - Increased Facebook audience organically by over 51 percent in less than two years
 - Increased Twitter audience organically by over 67 percent in less than two years
- Worked in collaboration with photo and video research interns in order to find quality visual content for digital publications
- Directed seasonal social media interns for the world's largest online Earth Day celebration, the Spring of Sustainability

Skills

- Certifications: Public Relations Principles (PRSA), Google Analytics, Google AdWords, Hootsuite, HubSpot Inbound Marketing
- Professional experience working with Microsoft applications, Adobe Creative Suite, WordPress, Episerver, Magento Enterprise
- Extensive experience with digital content strategy, public relations, web design and development, email marketing, copywriting and search engine optimization

Education

University of Wisconsin Oshkosh September 2012 – May 2016

Degree: Bachelor of Arts, Honors Program

Major: Interactive Web Management

Minor: Journalism

Cumulative/Major GPA: 3.74/3.79