

Madison "Maddy" LaMountain

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PROFESSIONAL SUMMARY

Creative marketing and communications professional with expertise in social media strategy, content creation, public relations, and multimedia design. Proven ability to execute successful campaigns for nonprofits, corporations, and small businesses. Experienced in supporting media and communications projects for high-profile brands including Spotify, Cigna, and public figures such as Kevin Bacon. Demonstrated success driving strong multi-platform growth, including building an account from zero to 1,600+ followers and 6,400+ engagements for a private client. Founder of a corporate social responsibility platform with a strong background in Adobe Creative Suite, digital analytics, and media relations.

EDUCATION

Bachelor of Arts in Communication (Public Relations), Drexel University, Philadelphia, PA, 2023

Minors: Graphic Design, Entertainment Arts Management

SKILLS

Social Media: Facebook, Instagram, TikTok, LinkedIn, YouTube, Twitter/X, Pinterest, Snapchat, Reddit, Twitch

Content Creation: Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro), Canva, Procreate

Analytics: Google Analytics, Meta Business Suite, Instagram Insights, YouTube Studio, TikTok Analytics, BrandTotal

Marketing Tools: Mailchimp, WordPress, Squarespace, Wix, Buffer, Khoros, Loomly

Other: Microsoft (Word, PowerPoint, Excel, Teams), Google Drive (Docs, Slides, Sheets), Dropbox, Zoom, Slack, Pro Tools, Audacity, Logic Pro

PR & Communications Tools: Familiarity with Hootsuite, HubSpot, Constant Contact, Muck Rack, Cision

FREELANCE & CONTRACT EXPERIENCE

Digital Content Strategist and Brand Designer | August 2023 - Present

Contract Media Relations Coordinator, Influence Collective LLC

July - October 2024

- Conducted daily media coverage research across editorial, broadcast, and podcast channels
- Managed research for the Special Spectators nonprofit organization
- Identified content trends and time-sensitive opportunities for client campaigns

Digital Content & Community Management, Private Client

August 2023 - February 2024

- Built and managed a multi-platform digital presence from zero, growing an account to 1,600+ followers and generating 6,400+ total engagements through targeted content strategy and audience-aligned storytelling
- Produced 1,200+ posts and facilitated 1,900+ user interactions
- Achieved strong content performance, including 19,600+ views on top-performing posts and 7,700+ total views across subscription-based content
- Managed a subscription platform, publishing 95 posts and generating \$750+ in revenue through ongoing audience retention

- Monitored performance dashboards to refine posting cadence, optimize content style, and identify opportunities for increased engagement

Founder and Project Lead, The Bridge to Better Network

May 2025 - Present

- Founded corporate social responsibility platform with integrated database and social media presence
- Research, organize, and structure data in user-friendly format for public consumption
- Create comprehensive brand identity, logo design, and marketing materials

Brand Identity & Marketing Designer, DeSoto Athletic Development

July 2025 - Present

- Designed print-ready, large-format assets (window decals, signage) following professional print specifications
- Developed a comprehensive set of social media templates (announcements, promotions, events, schedules) for ongoing content creation
- Create full brand identity for a youth athletic program, including primary logo, icon set, typography systems, and color palette
- Deliver high-resolution graphic files optimized for multi-platform digital use, ensuring consistency across brand touchpoints

Communications Coordinator, Venomous Herpetology Research & Education Collective

September 2025 - Present

- Coordinate communications efforts including social media strategy, content creation, and community outreach for reptile conservation and education initiatives
- Support event promotion, volunteer recruitment messaging, and digital campaigns to grow audience engagement
- Collaborate with team members to develop consistent branding and educational content for public programs

PROFESSIONAL EXPERIENCE

Marketing Intern, The Energy Co-op Nonprofit

August - December 2024

- Implemented a new social media calendar, posting schedule, and content rebranding strategy resulting in a 200% increase in engagement, 185% increase in content output, and a 50% increase in peak organic engagement, while maintaining 85% of historic engagement despite nearly doubling posting frequency
- Designed cohesive event materials, business cards, templates, and digital advertisements aligned with updated branding
- Crafted multi-channel campaigns and monitored analytics to refine strategy, optimize performance, and identify high-engagement opportunities

Marketing Intern, Mind4Youth Nonprofit

May - June 2024

- Created social media graphics targeting teens for mental health resources and awareness
- Developed marketing campaign including SWOT analysis and strategic recommendations
- Conducted research on youth social media habits and teen mental health campaigns

Multimedia Designer, MSIG North America

September - November 2023

- Created internal newsletters, email graphics, and social media content for corporate communications
- Directed interviews and produced video content for social media campaigns
- Maintained brand consistency across all multimedia content and messaging

Media Relations Assistant, WIT Strategy

July - September 2022

- Provided support for multiple clients including Partnerize, Megaphone by Spotify, and Analytic Partners
- Developed client research and maintained updated lists reflecting changes and requests
- Assisted with article preparation, copyediting, research, and organization

Junior Publicist, Publicity Nation PR

March - May 2022

- Conducted outreach for clients and events including press releases, pitches, and reviews
- Managed social media accounts and implemented campaigns for affiliate projects
- Led presentation introducing new technologies and strategies to team and clients

Social Media COE, Cigna

March - September 2021

- Created social media posts for mental health webinars, World Health Days, and insurance education
- Crafted comprehensive reports including social listening, competitor analysis, and quarterly summaries
- Oversaw social media field markets across U.S. with geo-targeted content

Publishing/Editorial Manager, Drexel Publishing Group

April - September 2020

- Led two groups of 6 interns each, managing progress and multiple simultaneous projects
- Managed social media accounts and websites for Write Now Philly and Drexel Publishing Group
- Organized Paper Dragon Literary Magazine submissions and handled author communications

PUBLICATIONS AND ACHIEVEMENTS

- Created logo for [DeSoto Athletic Development](#) to be printed as large-format building signage (2026)
- Designed digital ad for the [Energy Co-op](#) that ran on *WHYY.org* (2024)
- Author/designer of corporate social responsibility magazine *Bridge to Better* (2023)
- Writer for the Drexel University newspaper *The Triangle* (periodic publishing 2022-2023)
- Assisted in publication of Drexel University anthology *The 33rd* (2021)
- Artwork published in *Maya literary magazine* (2020) and *Paper Dragon journal* (2020)
- PRSSA member, contributed to a Donate Life public awareness campaign [awarded second place nationally](#) (2020)