



Madison “Maddy” LaMountain

C- (804) 337-2529 E- maddylamountain@gmail.com

Maddy LaMountain aspires to discover all that she can, contribute her creativity to all that she does, and one day share all that she's found.

[Portfolio](#)

Education

B.A. Communication Specification in Public Relations, Minors: Graphic Design, Entertainment & Arts Management, 2023

Drexel University Philadelphia, PA

Skills

- Social Media and Management:
Facebook, Google Analytics, Google AdWords, Instagram, Khoros, LinkedIn, Loomly, Meta Business Suite, Pinterest, Reddit, Snapchat, TikTok, X, Twitch, YouTube
- Content Creation and Editing:
Adobe After Effects, Adobe Bridge, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Canva, FL Studio, Logic Pro X, PreSonus Studio One, Pro Tools, Procreate
- Website Maintenance and CRM:
Constant Contact, HubSpot, Mailchimp, Squarespace, WordPress, Wix

Publications

- Artwork published in Maya literary magazine 2020
 - Artwork published in Paper Dragon literary journal 2020
 - Assisted in the publication and editing of Drexel University's anthology, The 33rd 2021 edition
 - Author, designer, and illustrator of the corporate social responsibility magazine, Bridge to Better 2023
-

Freelance & Contract Work

Remote / Ongoing (July 2024-Present)

Founder & Project Lead – The Bridge to Better Network

- Founded and currently leads the development of the corporate social responsibility focused website and data platform
- Research, organize, and structure data in a user-friendly format
- Build and maintain the website, integrated database, and social media accounts
- Create logo design and brand identity to align with project goals

Multimedia Designer and Content Producer

- Initiate and develop social media strategies for companies, nonprofits, and small businesses
- Create branded content and designs using Adobe Suite and related software
- Develop branding packages for client needs, including logos, templates, style guides, etc.

Media Relations Coordinator, Influence Collective LLC

July-October 2024

- Conducted daily editorial, broadcast, and podcast media coverage research
- Assisted with Special Spectators Nonprofit research, list building, document handling, and social media concepts
- Identified content trends, timely topics, and time-sensitive opportunities



Post-grad Experience

Internship- The Energy Co-op Nonprofit (Hybrid) Philadelphia, PA
Marketing Intern, August-December 2024

- Created and implemented the use of a social media calendar, posting schedule, and content rebranding
- Crafted campaigns across multiple social media channels and tracked analytics
- Designed event materials, business cards, social media templates, and partnered digital advertisements

Internship- Mind4Youth Nonprofit (Remote) Philadelphia, PA
Marketing Intern, May-June 2024

- Created social media graphics targeting teens regarding mental health resources
- Developed a marketing campaign including SWOT analysis
- Conducted research relating to youth social media habits and the expansion of teen mental health awareness

MSIG North America (Remote) Philadelphia, PA
Multimedia Designer, September-November 2023

- Constructed internal newsletter templates, email graphics, and social media posts
- Directed interviews with people of interest for social media content
- Directed, edited, and composed videos for related social media campaigns

Early Experience

College Internship- WIT Strategy (Remote) Philadelphia, PA
Media and Industry Relations Assistant, July-September 2022

- Provided background support with multiple clients including Partnerize, Megaphone by Spotify, and Analytic Partners
- Developed relevant research based on client needs and kept master lists updated to reflect client changes and requests
- Assisted in creating article and interview preparation and follow through, including copy editing, research, and organization

College Internship- Publicity Nation PR (Remote) Nashville Tennessee
Junior Publicist, March-May 2022

- Conducted outreach for clients, events, and affiliate projects including the creation and promotion of press releases, pitches, and reviews
- Ran social media accounts and implemented campaigns for affiliate projects
- Led a presentation that introduced new technologies and strategies to the team and clients

College Co-op- Cigna (Remote) Philadelphia, PA
Social Media COE, March-September 2021

- Fabricated and scheduled social media posts for a variety of campaigns including mental health webinars, World Health Days, and insurance education for adults under 26
- Crafted reports including social listening, international competitors, trends, quarterly summaries, and field marketing
- Oversaw social media field market sectors across the USA, and geo targeted specific areas with related posts

College Co-op- Drexel Publishing Group (Remote) Philadelphia, PA
Publishing/Editorial Manager, April-September 2020

- Led two different groups of 6 interns, kept track of their progress and projects
 - Managed all social media accounts for Write Now Philly and ran the Write Now Philly and Drexel Publishing Group websites and email accounts
 - Organized the Paper Dragon Literary Magazine submissions and handled all contact with authors
-

