

Madison "Maddy" LaMountain

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PROFESSIONAL SUMMARY

Digital marketing and communications professional with over 5 years in social media strategy, content creation, public relations, and multimedia design, beginning with Drexel University's competitive co-op program in 2020. 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

Core Competencies: Content Calendars, Content strategy, Content Creation, Community management, Community moderation, Social listening, Brand voice, Brand Compliance, Brand standards, Brand Identity, Short-form video, Organic social, Paid social, Editorial planning, Campaign planning, KPI tracking, Engagement metrics, Audience insights, Competitive analysis, Copywriting, Digital advertising, Project management, Stakeholder communication, Cross-functional collaboration, ROI reporting, SEO, Website Management, Social Media Strategy, Multimedia Production, Media Relations, Public Relations, Nonprofit Marketing, Email Marketing, Influencer Marketing

DIGITAL STRATEGIST & BRAND DESIGNER EXPERIENCE | August 2023 – Present

Independent Freelance & Contract Practice

Communications Coordinator, Venomous Herpetology Research & Education Collective (Contract)

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

Brand Identity & Marketing Designer, DeSoto Athletic Development (Contract)

July 2025 – January 2026

- 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

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

Media Relations Coordinator, Influence Collective LLC (Contract)

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 (Contract)

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

ADDITIONAL EXPERIENCE | April 2020 – December 2024

Co-ops, Internships, & Professional Roles

Marketing Intern, The Energy Co-op Nonprofit (Intern)

August - December 2024

- Implemented a new social media content 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 campaigns across multiple platforms and monitored analytics to refine strategy, optimize performance, and identify high engagement opportunities

Marketing Intern, Mind4Youth Nonprofit (Intern)

May - June 2024

- Created social media graphics targeting teens for mental health resources and awareness
- Developed marketing campaigns 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 and compliance across all multimedia content and messaging

Media Relations Assistant, WIT Strategy (Co-op)

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 (Co-op)

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 (Co-op)

March - September 2021

- Created social media posts following brand compliance 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 and maintained the content calendar

Publishing/Editorial Manager, Drexel Publishing Group (Co-op)

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 WHY.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)