Madison "Maddy" LaMountain

Phone: (804) 337-2529 | Email: maddylamountain@gmail.com | Portfolio: maddylamountain.com | Greater Memphis Area (open to remote)

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, including a 200% increase in engagement and 185% increase in content output for a nonprofit client, and growing a private client's account from zero to 1,600+ followers and 6,400+ engagements. Experienced in supporting media and communications projects for high profile brands including Spotify, Cigna Healthcare, and public figures such as Kevin Bacon. Founder of the marketing and media agency, Angular Agency LLC, as well as the Bridge to Better Network, a corporate social responsibility platform. 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, Shopify
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

EXPERIENCE

ANGULAR AGENCY LLC | AUG 2023 TO PRESENT

Founder & Creative Director | Aug 2023 to Present

Angular Agency LLC

- Founded and operate a full service marketing and media agency delivering brand identity, social media strategy, content creation, and campaign management for nonprofit, small business, and individual clients
- Manage a portfolio of concurrent client engagements end to end, from brand strategy through execution and reporting

ANGULAR AGENCY LLC | CLIENT WORK

Brand Development & Operations Director | Jun 2026 to Present

Skinsistency Skincare LLC & Honaye Lip Glaze (Contract)

- Lead brand strategy and execution across two Shopify based beauty brands, including Shopify optimization, TikTok Shop strategy, social media campaigns, content calendars and setup for growth
- Develop influencer and partnership outreach programs and build KPI and reporting frameworks to support long term growth

Brand Identity & Marketing Designer | Jul 2025 to Jan 2026

DeSoto Athletic Development (Contract)

- Built full brand identity (logo, icon set, typography, color palette) plus print ready large format signage and a social media template system for ongoing content production

Communications Coordinator | Sep 2025 to Apr 2026

Venomous Herpetology Research & Education Collective Nonprofit (Contract)

- Directed social strategy, content creation, and community outreach for reptile conservation and education programming

Digital Content & Community Management | Aug 2023 to Feb 2024
Private Client (Contract)

- Built a multi platform presence from zero to 1,600+ followers and 6,400+ engagements; produced 1,200+ posts and generated $750+ in subscription revenue

Media Relations Coordinator | Jul 2024 to Oct 2024
Influence Collective LLC (Contract)

- Conducted daily media coverage research across editorial, broadcast, and podcast channels; supported the Special Spectators nonprofit

THE BRIDGE TO BETTER NETWORK | MAY 2025 TO PRESENT

Founder & Project Lead | May 2025 to Present
The Bridge to Better Network

- Founded a corporate social responsibility platform, building an integrated database, brand identity, and social media presence from concept to launch

EARLY EXPERIENCE

The Energy Co-op Non-Profit (2024) • Mind4Youth Non-Profit (2024) • MSIG North America (2023) • WIT Strategy (2022) • Publicity Nation PR (2022) • Cigna Healthcare (2021) • Drexel Publishing Group (2020)

PUBLICATIONS & ACHIEVEMENTS

- Author/designer of corporate social responsibility magazine Bridge to Better (2023)
- PRSSA member; contributed to a Donate Life public awareness campaign awarded second place nationally (2020)
- Designed digital ad for The Energy Co-op that ran on WHYY.org (2024)
- Created logo for DeSoto Athletic Development, printed as large format building signage (2026)