

Madeleine C. Wiklund
4229 Via Marina, Marina Del Rey CA 90212
(443) 844-4598 | mcwiklund1@gmail.com

OBJECTIVE

Results-driven marketing specialist with a strong foundation in graphic design and branding, seeking to leverage a unique blend of creative expertise and strategic marketing experience. With a track record of developing and executing successful multi-channel marketing campaigns, my goal is to contribute my skills in visual storytelling, brand identity development, and marketing to enhance brand recognition and drive customer engagement. I am dedicated to crafting compelling and cohesive brand narratives that resonate with target audiences, while utilizing design principles to create visually impactful materials that amplify the brand message. Eager to join a dynamic team where I can apply my passion for design and marketing to elevate brands and deliver measurable results.

WORK EXPERIENCE

BenefitsApp
Marketing Specialist

Remote Working Environment
June 2019 - Current

- Developed and executed multi-channel marketing campaigns, including email marketing, social media, content creation, and paid advertising, resulting in an increase in lead generation and brand visibility.
- Conducted thorough market research and competitor analysis to identify target audiences, market trends, and opportunities, informing data-driven marketing strategies.
- Created engaging and persuasive marketing content, such as blog posts, infographics, videos, and case studies, to effectively communicate value propositions and drive audience engagement.
- Managed and optimized Google Ads and social media advertising campaigns.
- Conducted customer journey mapping and persona development exercises, enhancing customer understanding and informing targeted marketing approaches.

Graphic Designer

- Led rebranding initiative, modernizing and revitalizing client identity through the creation of new typography, color palettes, and visual assets.
- Conceptualized and designed impactful visual assets, including brochures, posters, and social media graphics, resulting in enhanced brand recognition and increased engagement for diverse clients.
- Translated client concepts and ideas into compelling and creative design solutions, maintaining a balance between aesthetics and functionality to meet project objectives.
- Proficiently used industry-standard design software (e.g., Adobe Creative Suite) to create and refine visually stunning layouts, illustrations, and multimedia elements.
- Produced pixel-perfect web and mobile interfaces, ensuring user-centered design principles and optimal user experiences across various platforms.
- Demonstrated strong typographic skills, crafting visually harmonious and legible text layouts for a wide range of print and digital materials.
- Created engaging and memorable promotional designs, contributing to increased product visibility and consumer appeal.
- Collaborated with printers and vendors to ensure accurate and high-quality production of physical materials, maintaining brand consistency from design to final product.
- Participated in brainstorming sessions and design critiques, offering valuable insights and creative ideas to refine design concepts and improve overall project outcomes.
- Leveraged strong communication skills to effectively present design concepts to clients, incorporating feedback and revisions to achieve client satisfaction and project success.

UX Designer

- Designed intuitive and user-centered website interfaces, optimizing user flow and enhancing overall user satisfaction.

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- Utilized design thinking methodologies to empathize with users, define pain points, ideate solutions, prototype concepts, and iterate designs, resulting in improved user experiences.
- Implemented user interface best practices, including consistent navigation, clear call-to-actions, and effective visual hierarchy, resulting in enhanced user engagement and conversion rates.
- Developed and maintained design systems and pattern libraries, promoting design consistency and scalability across web projects.

Weber Shandwick

Junior Associate, Integrated Marketing

Baltimore, MD
Oct 2017 - May 2019

- Analyzed and provided account, web, and design support for high priority agency clients
- Proficient in Wordpress, Drupal, Pardot, Hubspot and Adobe Creative Suites for web
- Built and managed production timelines, managed billing, ensured quality assurance, and managed organization and delivery of all campaign assets
- Met with clients in person and offsite regarding campaign status, asset management and delivery for client approval for multi-touch integrated campaigns
- Managed the transfer of campaign content from 3rd party host to native wordpress sites
- Managed multiple website development projects
- Managed intake of client requirements, prioritized, and allocated resources for agency client website redesigns & website maintenance retainers

Integrated Digital Intern

April 2017

- Provided account support for Constellation Energy business to business marketing campaigns
- Graphic Design support for Constellation Energy - Digital Communications
- Account support, content and web development for BWI Marshall Airport website redesign

LEADERSHIP

The Family Tree of Baltimore's Next Generation Network

Fall 2016 - Spring 2020

Marketing Chair of The Junior Board

- Planned and executed multiple successful fundraising and awareness events throughout the year
- Designed all marketing and creative assets
- Recruited new members to join the junior board through networking
- Volunteered regularly to support at risk families and drive the mission of The Family Tree