

Madeleine C. Wiklund
Los Angeles, CA
(443) 844-4598 | mcwiklund1@gmail.com

WORK EXPERIENCE

BenefitsApp

Marketing Specialist

Remote
June 2019 - Present

- Spearheaded multi-channel campaigns across email, social media, content marketing, and paid advertising (Google Ads, LinkedIn Ads, Facebook Ads) to drive lead generation and brand visibility
- Conducted market research and competitor analysis to inform data-driven marketing strategies
- Created engaging content (blog posts, infographics, videos, case studies) to communicate value propositions and drive audience engagement
- Developed customer journey maps and personas to inform targeted marketing approaches

Project Manager

June 2019 - Present

- Led cross-functional teams to deliver marketing projects on time and within scope, driving alignment with strategic objectives and timely milestone deliveries through Asana and Monday.com
- Managed project plans, stakeholders, and vendors to ensure clear communication and results-driven delivery

Graphic Designer

June 2019 - Present

- Led rebranding initiatives, creating modern identities and visual assets, such as brochures, posters, and social media graphics, that drove brand recognition and engagement

Weber Shandwick

Junior Associate, Integrated Marketing

Baltimore, MD
Oct 2017 - May 2019

- Managed top-tier accounts, delivering timely and quality campaign assets through strategic support and collaboration
- Coordinated production timelines, billing, and asset delivery, ensuring client satisfaction and approval

Integrated Digital Intern

April 2017

- Supported major agency client - Constellation Energy's B2B marketing campaigns and designed digital communications assets

EDUCATION

High Point University, North Carolina

Bachelor of Arts in Strategic Communication, Minor in Graphic Design

May 2016

SKILLS

Digital Marketing: Paid Advertising, Social Media Marketing, Email Marketing (Pardot, Campaign Monitor, HubSpot), AI Powered Content Marketing

Creative: Graphic Design (Adobe Creative Suite, Canva, Figma), Video Creation and Editing, Copywriting, Image sourcing, AI Image Generation

Project Management: Asana, Monday.com, Workflow Optimization

Client Management: Relationship Management, Customer Journey Mapping

Technical: Content Management Systems (WordPress, Drupal, Wix), Marketing Automation (Salesforce, HubSpot), Social Media Management (Hootsuite, One Signal), AI Tools (ChatGPT, Adobe AI Image Generation)

LEADERSHIP

The Family Tree of Baltimore's Next Generation Network

Marketing Chair of The Junior Board of Trustees

Fall 2016 – Spring 2020