

Madeleine Wiklund

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KEY SKILLS & QUALIFICATIONS

Graphic Design | Marketing Research & Strategy | Account Management | Brand Management | Project Management | Content Creation and Visual Storytelling | Web Design | Email Campaign Strategy & Execution | Digital Tools: Adobe Creative Suite, Canva, Hootsuite, HubSpot, WordPress

EXPERIENCE

MW Strategic Marketing & Design, Los Angeles, CA | *Marketing and design specialist*
Marketing & Design Consultant

December 2023 – Present

- Execute marketing strategies for diverse clients, focusing on driving brand visibility and customer engagement.
- Marketing Strategy Key client: Well Guardian | Strategic planning:
 - Designed a comprehensive three-tiered strategic marketing plan to transition a grassroots sales-based company into a full-funnel marketing approach, incorporating brand recognition, SEO optimization, and targeted content strategies to drive organic growth and lead generation.
- Design Key Client: YAF Development | Graphic Design & Brand Enhancement
 - Designed monthly newsletter template, populates and re-engineers designs to fit monthly content
 - Designs ad hoc projects such as mailers, flyers, and proposal booklets to bolster pitches to potential new construction clients

BenefitsApp, Baltimore, MD | *Human resources platform and mobile solution*
Project Manager – Brand, Marketing, and Communications

June 2019 – December 2023

- Spearheaded rebranding efforts, created visual assets and increased brand recognition through compelling design and strategic messaging.
- Worked closely with VP, Operations, and client partners to develop and execute multi-channel marketing strategies across platforms (YouTube, LinkedIn, Twitter, Facebook, Instagram), driving brand awareness and engagement.
- Managed and optimized marketing campaigns in collaboration with internal teams and external partners, ensuring alignment with business objectives and brand identity.
- Conducted in-depth market analysis to monitor trends, competitor activities, and customer behavior, providing insights that informed strategies and enhanced performance of marketing efforts
- Managed paid social media campaigns and media relations, email marketing & SMS campaigns, maintaining executive communications, and expanding audience reach through data-driven tactics.
- Developed structured email marketing campaigns with engaging content formats (blogs, videos) and compelling calls-to-action to enhance brand resonance and boost conversions.

Weber Shandwick, Baltimore, MD | *Global marketing communications firm*
Junior Associate, Account Management (October 2017-May 2019)

April 2017 – May 2019

- Managed client communications by leading calls, setting agendas, and ensuring campaigns remained on schedule
- Supported integrated marketing campaigns by managing assets, coordinating timelines, and ensuring brand alignment
- Created marketing collateral such as landing pages, blog posts, and promotional emails using HubSpot, supporting event coordination and email marketing initiatives.
- Supported PR team on high-profile client projects to ensure press hits were cataloged correctly
- Assisted with CRM platform migration to HubSpot, ensuring smooth implementation and optimization of workflows.
- Key member of team recognized with MarCom Awards for Centralized Marketing Campaigns created for Constellation Energy: 2017 (1 Gold Award), 2018 (3 Gold Awards), 2019 (2 Gold Awards)

Marketing Intern (April-October 2017)

- Conducted market research and provided actionable insights to guide client strategies, contributing to seamless project execution and client satisfaction.

Atlantic Mobile Apps, Baltimore, MD | *SMB mobile app developer*
Account Manager (May 2016 – April 2017)

Summers of 2014-2016; May 2016 – April 2017

- Client-facing Account Manager, engaging with clients daily to ensure product satisfaction while keeping all teams on schedule and within budget
- Assisted clients in establishing strong design aesthetic goals and collaborated with production and design teams to align with brand identity, ensuring seamless integration of apps into clients' existing media

Marketing Intern (Summers of 2014, 2015, 2016)

- Created seamless design experience to reflect and enhance client's brand identity for mobile app layouts using existing brand elements
- Enhanced app experience via designing engaging media (splash pages, feature graphics, and app buttons, and App Store listing graphics)

EDUCATION & PROFESSIONAL DEVELOPMENT

High Point University, Nido R. Qubein School of Communication | High Point, NC
Bachelor of Arts, Strategic Communications | Minor: Graphic Design

May 2016

Columbia Business School (online certificate course)

July 2020

Digital marketing: Customer Engagement, Social Media, Planning and Analytics