

# 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 2024 – Present

- Develop strategic marketing plans for diverse clients, 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 growth and lead gen.
- 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
- Branding Key Client: Farzan Law | Brand Design Revitalization & Web Implementation
  - Spearheaded full design rebrand and website implementation, modernizing the brand identity and improving user experience.

**BenefitsApp**, Baltimore, MD | *Human resources platform and mobile solution*  
**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

## 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