

BASED IN
Los Angeles, CA

MADELINE ROUTON

EMAIL
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Freelance writer, content strategist & digital media specialist available to take your digital marketing to the next level.

EXPERIENCE

SR. MARKETING & DIGITAL
ENGAGEMENT ASSOCIATE
LA Chamber Orchestra
Los Angeles, CA
(2016-2017)
www.laco.org
IG: @lachamberorchestra
FB: @LACChamberOrchestra
TW: @LACOTweets

- Create and curate content for cross-platform digital approach, including digital ad design, regular website maintenance, and social media campaigns
- Manage, schedule, and track creative content for social media channels (Instagram, Facebook, Twitter, and YouTube) with measurable growth
- Design and work with vendors to produce print collateral, including: postcards, flyers, signage, posters, invitations, booklets, catalogues, newsletters, and more
- Design signage and run front of house lobby display for every event
- In-house event photographer and manager of photo database
- Measurable Impact: created Instagram from scratch in September, and have grown following exponentially, grown Facebook reach (200%) and engagement (500%), and maintained linear growth on Twitter. Created social style guide.

SOCIAL MEDIA MANAGER
Shop Caroll Kern
New York, NY (remote)
(2017)
IG: @shopcarollkern

- Creative consultant & social media manager to up-and-coming sustainable fashion designer based in NYC and Nashville, TN
- Manage, grow, and track Instagram, Facebook, and Pinterest
- Measurable Impact: grew reach & impressions on Instagram by 300% in the first month

COMMUNITY MANAGER
Passenger, Inc.
Los Angeles, CA
(2016)

- Designed, created, and edited visual and written content to stimulate community engagement
- Managed editorial calendar and analyzed user data to compile strategies for improvement
- Maintained community engagement and provided customer support through consistent communications and activity design

SR. ASSOCIATE, RESEARCH & DESIGN
Vital Findings
Los Angeles, CA
(2015-2016)

- Conducted strategic research projects for media and entertainment clients, including Warner Bros, Universal, Fullscreen, Redbox, Univision, and more
- Developed and designed reports, emphasizing story-driven data analysis
- Created digital and print copy for client deliverables and marketing material

CREATIVE DIRECTOR
Ecochella
Los Angeles, CA
(2014-2015)
www.ecochella.org
IG: @ecochella

- Created and designed new website from scratch using Squarespace/HTML
- Expanded marketing to social media platforms (Instagram and Facebook)
- Created and recruited blogging team
- Served as sole editor in charge of producing quality content for both digital and print media
- Generated the largest crowd to date at 2015 festival

EDUCATION

UCLA // 2015
Geography, B.A. // 3.7 GPA

MOORPARK COLLEGE // 2013
Art/Art History // 3.7 GPA

PROFESSIONAL SKILLS

WRITING & EDITING	● ● ● ● ●	CONTENT STRATEGY	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●	PHOTOGRAPHY	● ● ● ● ●
INDESIGN	● ● ● ● ●	HOOTSUITE/BUFFER	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●	ANALYTICS	● ● ● ● ●
CMS EMAIL MARKETING	● ● ● ● ●	HTML/WORDPRESS/ SQUARESPACE	● ● ● ● ●

About me: poet, photographer, yoga teacher, art nerd, tea collector, mandolin novice, and Oxford comma enthusiast.