Madelyn Stout

PROFESSIONAL SUMMARY

Self-starter content strategist and marketing professional with 3+ years of experience creating award-winning multimedia campaigns and improving content development processes. Skilled in brand storytelling, digital content production, and AP Style editing, with expertise in WordPress, Adobe Creative Suite, and content accuracy review. Proven success collaborating with cross-functional teams to drive engagement, ensure brand consistency, and deliver impactful content across platforms.

PROFESSIONAL EXPERIENCE

Associate Digital Marketing Manager

Product Connections – An Acosta Group Company | June 2023 – Present

- Promoted from Digital Marketing Intern based on performance and leadership.
- Led a complete company website rebrand with SEO-optimized copy, improved graphics, layouts, and load time, increasing SEO ranking by 200% and monthly visitors by 242%.
- Designed and launched multiple e-commerce microsites for local events, generating $65,000 in profit.
- Update and maintain websites for corporate and local clients, ensuring brand alignment.
- Craft 300+ landing pages for digital campaigns and internal employee resources on multiple platforms.
- Support the company's social media presence through strategic, on-trend storytelling that highlights brand values, showcases employee achievements, and fosters audience connection.
- Spearhead internal messaging with 7+ newsletters that inform and inspire employees while cultivating a connected, inclusive workplace as part of the internal culture committee.

Public Relations Account Manager – Content

MOJO Ad, University of Missouri | Aug 2023 – May 2024

- Led research, creative development, and tactical planning for a national campaign proposal pitched to Wilson Sporting Goods apparel, recognized with three American Advertising Awards.
- Edited all campaign deliverables with meticulous attention to detail for AP Style compliance, factual accuracy, and correct terminology across multiple business segments.
- Collaborated with internal design teams to develop layout and visual storytelling for two campaign plan books.
- Authored all campaign copy in alignment with brand guidelines.
- Led research, creative development, and wrote all copy for a four-month-long research campaign regarding beauty with Generation Z. Presented the research to 15+ companies, including The Estée Lauder Companies.

Digital Marketing Intern

Product Connections – An Acosta Group Company | May 2022 – June 2023

- Created content for multi-platform social media, increasing reach by 100% and engagement by 200%.
- Developed and launched Employee Handbook for new 60+ person office.
- Wrote 100+ scripts for in-store promotional videos for Target nationwide.
- Managed communications between clients, field employees, and customers.
- Supported successful RFP response that secured the Target beverage sampling program.
- Reviewed 100+ Sam's Club training manuals for accuracy, content relevancy, and correct nomenclature before distribution to 10,000+ associates.

Student Writer

Student Affairs Marketing & Communication, University of Missouri | Aug 2021 – Jan 2022

- Published six feature stories for "The Stack," covering sensitive topics such as mental health and relationship violence, and was recognized for exceptional interviewing skills.
- Developed high-impact stories with meticulous attention to detail, adapting voice and tone for diverse audiences.

SKILLS

- Content Development: Copywriting, AP Style Editing, Visual Storytelling, Brand Voice Management, Content Accuracy & Nomenclature Review
- Digital Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro), Microsoft Office (Word, PowerPoint, Excel), Apple iWork (Keynote, Pages, Numbers)
- Web & Marketing: SEO Copywriting, Social Media Management, Campaign Planning, Email Marketing, E-commerce Development, WordPress, Wix, Squarespace
- Interpersonal: Cross-department collaboration, Partner Relationship Building, Process Improvement

EDUCATION

University of Missouri – Columbia, MO

Bachelor of Journalism – Strategic Communication | Minors in Business & Film Studies | Mizzou Chapter of American Advertising Federation & Kappa Tau Alpha