

MADISON LEIGH SMITH

CONTACT

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EDUCATION

James Madison University
Harrisonburg, VA
B.B.A 2016 – 2020
College of Business
Major: Marketing
Concentration: Digital Marketing

SKILLS

Social Media
Copywriting
Content Creation
Canva
Sales Reporting
Google Analytics
Webdesign
Meta Business Suite
Email Marketing
Paid Media
Quality Control
Technical CRM Knowledge

CERTIFICATION

200-Hour Yoga Teacher Training
Approved and Established by The
Yoga Alliance (Fall 2023)



ABOUT

Madison is a seasoned “social media butterfly” with over 4 years in the industry. She is responsible for building and executing social media content and distributing it across multiple platforms. These efforts support the online presence of multiple brands, including publications and e-commerce divisions. A commissioned artist since undergrad, Madison has leveraged her design eye to grow home and lifestyle brands digitally.

WORK EXPERIENCE

SOCIAL MEDIA CONSULTANT Feb. 2023 – Present
New Jersey Bride, Design New Jersey & Achim Home Decor

- Construct, write and post daily on Facebook, Instagram, Pinterest, Tik Tok, and Threads
- Generate monthly, quarterly and yearly reports tracking content performance across all platforms
- Responsible for tailoring content strategies for each platform based on audience analysis
- Contribute to editorial meetings for planning issues, digital content, and ads
- Administrator of the New Jersey Bride Private Facebook Group with 38.2k members
- Initiate and execute email marketing campaigns while developing blog content

DIGITAL MARKETING SPECIALIST June 2020 – Dec. 2022
Achim Home Decor

- Curated content and managed inquiries across digital media channels and the company website
- Expanded audience growth of Instagram and Facebook from zero to 10,000 followers
- Created targeted content strategies and executed daily ad campaigns on Meta Business, Pinterest, and TikTok; monitored advertisement budgets and ROI on a weekly basis
- Coordinated marketing initiatives with Amazon, Walmart, Lowes, and Wayfair across social media platforms
- Partnered with influencers to drive engagement and promote product line

SALES INTERN May 2019 – August 2019
Vince Camuto

- Observed the buying/selling process between merchants
- Organized clothing racks and wrote copy for care labels