

Madison LaMountain

Philadelphia, PA 19107

C-(804) 337-2529 mnlmadisonlamountain@gmail.com

Mission

Madison LaMountain aspires to discover all that she can, contribute her creativity to all that she does, and one day teach all that she's found.

Skills

- Social Media: Facebook, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, TikTok, Twitter, Twitch, and YouTube
- Social Media Ads and Management: BrandTotal, Buffer, Creator Studio, Facebook Ads, Instagram Ads, Khoros, Loomly, MailChimp, Twitter Ads, and TikTok promotion
- Photo and Video Editing Software: Adobe After Effects, Adobe Bridge, Adobe Lightroom, Adobe Photoshop, Affinity Designer, Filmora, Adobe Premiere Pro, and Adobe Premiere Rush
- Digital Audio Workstation (DAW) Software: Audacity, FL Studio, Logic Pro X, PreSonus Studio One, and ProTools
- Other: Adobe Illustrator, Adobe Fresco, OBS Streamlabs, Procreate, Weebly, Wix, Widen, and WordPress

Experience

MSIG North America (Remote) Philadelphia, PA

Multi Media Designer October-November 2023

- Constructed internal newsletter templates, email graphics, and social media posts
- Directed interviews with people of interest for social media content
- Edited videos for the company LinkedIn account
- Worked one on one with the head of corporate communications

College Internship- WIT Strategy (Remote) Philadelphia, PA

Media and Industry Relations July-September 2022

- Provided background support with multiple clients including Partnerize, Megaphone by Spotify, and Analytic Partners
- Developed relevant research based on client needs
- Assisted in creating article and interview preparation, including copy editing
- Updated master lists to properly reflect client changes and requests

College Internship- Publicity Nation PR (Remote) Nashville Tennessee

Junior Publicist March-May 2022

- Conducted outreach for clients, events, and affiliate projects
- Crafted press releases, pitches, and reviews
- Ran social media accounts and campaigns for affiliate projects
- Led a presentation that introduced new technologies to the team
- Implemented new strategies and campaign ideas
- Participated in meetings with current clients

College Co-op- Cigna (Remote) Philadelphia, PA

Social Media COE March-September 2021

- Fabricated and scheduled social media posts for a variety of campaigns
- Crafted social listening reports biweekly for the PR team
- Contributed to field marketing reports, posts, and scheduling for multiple regions in the USA
- Pulled international reports of competitors

[Portfolio](#)

[Website](#)

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- Assembled and planned an intern campaign project from scratch
- Participated in monthly meetings with social media channel specific advisors (such as Facebook, Instagram, Twitter, YouTube, etc.)
- Researched for a handful of projects including topics surrounding mental health, competitors, and social media trends

College Co-op- Drexel Publishing Group (Remote) Philadelphia, PA
Publishing/Editorial Manager April-September 2020

- Led two different groups of 6 interns and kept track of their progress
- Managed all social media accounts for Write Now Philly
- Ran the Write Now Philly and Drexel Publishing Group websites and email addresses
- Organized the Paper Dragon Literary Magazine submissions and handled all contact with authors

Education

B.A. Communication (Specification in PR)
Drexel University Philadelphia, PA
Minor Graphic Design
Minor Entertainment & Arts Management

Honors and Awards

- Julia Ann Greenwood Award for Academic Excellence June 2018
- Drexel University Dean's List in the College of Arts and Sciences Winter Term 2019-2020
- Artwork published in Maya literary magazine 2020
- Artwork published in Paper Dragon literary journal 2020
- Drexel University Dean's List in the College of Arts and Sciences Fall Term 2021-2022

Activities

- Involvement with the Drexel PRSSA, meetings and campaign work
- Writer for the Triangle (Drexel Student Newspaper)
- Lit Lab member and writer (Drexel Student Science Literature Magazine)
- Artist, online store and website management, personal branding and promotion
- Special interests in photography, video editing, graphic design and music production
- Designed, wrote, and produced the Bridge to Better CSR magazine