

MADISON LEIGH SMITH

STRATEGIST, COPYWRITER & CONTENT CREATOR

Jersey City, New Jersey
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madleigh.art

EDUCATION

James Madison University
B.B.A 2016 - 2020
College of Business
Marketing

SKILLS

Social Media
Copywriting
Content Creation
Canva
Photoshop
Sales Reporting
Google Analytics
Web Design
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 5 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 a diverse set of brands, including publications, e-commerce and health & wellness divisions. In her free time, Madison enjoys teaching yoga, painting and hanging with friends & family.

WORK EXPERIENCE

FREELANCE SOCIAL MEDIA STRATEGIST

Feb. 2023 - Present

Develop and execute social media strategies by creating, writing and publishing engaging content across Facebook, Instagram, Pinterest, TikTok, and Threads. Prepare performance analysis reports to optimize strategies based on key metrics and insights.

New Jersey Bride magazine | Morristown, NJ | Feb 2023 - Present

- Drive 11.37% of total website pageviews from social media.
- Achieve 79% follower growth on TikTok.
- Administrator of the New Jersey Bride Private Facebook Group with 42.3k members.

Design New Jersey magazine | Red Bank, NJ | Feb 2023 - Present

- Drive 6% of total website pageviews from social media.
- Contribute to editorial meetings for planning issues, digital content, and ads.

Achim Home Decor | North Brunswick, NJ | Feb 2023 - Present

- Foster a 5.7% average email click-through rate.
- Initiate and execute email marketing campaigns while developing blog content.

Jersey Shore Fitness Shop | Bradley Beach, NJ | Dec 2024 - Present

- Boost engagement by 1,200% in just three months.
- Design compelling graphics to inform the audience about current gym promotions.

DIGITAL MARKETING SPECIALIST

June 2020 - Jan 2024

Achim Home Decor

- 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 & promote product line.