MADISON LEIGH SMITH

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MANAGER, SOCIAL MARKETING

Social media strategist with 6+ years of experience developing data-driven, multi-platform social campaigns and driving audience growth across five brands. Skilled in translating performance analytics and platform trends into actionable content strategies that increase engagement, expand reach and grow website traffic.

EXPERIENCE

New Jersey Monthly Magazine
Social Media Strategist *February 2023 - Present*

- Lead organic social media strategy and content execution across *New Jersey Monthly*, *New Jersey Bride* and *Design NJ*, increasing social-referred web traffic by 41% YOY and driving 4.5% of total site visitors.
- Drive 11% YoY Instagram follower growth to 71K through 700+ editorial posts, collaborating with editors, photographers and designers to boost engagement and drive website traffic.
- Script, film and direct celebrity video series featuring Randy Fenoli, Gia Giudice and Chef Ryan DePersio, generating up to 360K views per video and a 4.9% average Instagram engagement rate.
- Analyze platform performance, audience insights and emerging trends to optimize content strategy, delivering monthly, quarterly and yearly performance reports to upper management.
- Train team members on paid social publishing workflows, ensuring smooth transitions of responsibilities.
- Establish and develop video shooting best practices and lead instructional sessions for 12 employees.

Achim Home Decor
Digital Marketing Specialist *June 2020 - Present*

- Leverage content strategy, community engagement and paid media to accelerate Instagram and Facebook audience growth from 0 to 10,000+ followers.
- Maintain e-commerce website content, updating product copy, functionality and on-site messaging to support customer engagement and conversions.
- Develop blog content and quarterly email campaigns to engage subscribers and drive traffic.
- Manage influencer partnerships & paid social campaigns across Meta, Pinterest and TikTok to promote product lines, drive engagement and monitor ROI.

Jersey Shore Fitness Shop
Social Media Strategist *December 2024 - September 2025*

- Increased audience engagement by 1,200% in three months through consistent posting (3–4 times weekly) and interactive Instagram Story polls.
- Produced and edited short-form video content in CapCut, promoting gym equipment and special offers.
- Strategized and scheduled 150+ posts over the year, maintaining a consistent content calendar for the brand.

SKILLS

Professional Skills: Brand Management, Copywriting & Editing, Campaign Development, Influencer Marketing, Community Management, Analytics & Reporting, Project Management, Multi-Channel Campaigns, Cross-Functional Collaboration
Technical Skills: Meta Business Suite, Canva, GA4, Metricool, WordPress, Wix, HubSpot, ManyChat, Microsoft Office Suite

EDUCATION

James Madison University - *Bachelor of Business Administration (BBA), Marketing*