

MADISON LINDLEY

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PROFILE

A creative and innovative 'people person' with two social science degrees. Working full-time in Digital Marketing whilst studying a CIM accredited MSc in Marketing part-time. My key strengths are in: Email marketing, data analysis & research (MSc distinction, and two research dissertations) website management, & social media (1.8K Twitter followers).

EXPERIENCE

Ve Interactive (London)

(April 2014 - Present)

Account Manager

Account Manager at a global eCommerce leader. Overseeing a portfolio of 80+ B2B clients including 'superbrands', fashion clients and other household names. Responsibilities include working with marketing managers, increasing onsite conversions and portfolio revenue by +15% month on month.

Email marketing: Overseeing design, writing copy and instructing technical build of bespoke email campaigns to increase CTR and conversions.

Display advertising: Setting up dynamic retargeting and prospecting display ads for clients to achieve their traffic and conversion KPIs.

Digital marketing: Understanding a client's overall digital strategy and market: SEO, PPC, UX, etc. to improve our app integration.

Business partnering: Working with our in-house design and tech alongside clients to achieve the best results for every campaign.

Data analysis: Analysing campaign data, identifying opportunities and solutions to produce significant campaign uplift.

Mentoring: Helping team members with technical issues, providing industry information to the team and training junior employees on our apps and systems.

Crown Prosecution Service (Hove)

(March 2014 - April 2014)

Temp Administration Officer

Temporay admin work at the CPS, dealing with general admin tasks, meeting strict court deadlines and handling highly confidential and sensitive legal documents.

Crimestoppers UK (HQ Wallington)

(December 2013 - March 2014)

Digital Marketing Campaign Intern

Provided project support, content creation, innovation and technical knowledge throughout campaign lifecycle (conception, launch and maintenance) of Wordpress blog & social media.

Email marketing: Designed and constructed e-mail communications sent to thousands of supporters using Photoshop & HTML, saving Crimestoppers an £800+ agency fee.

Social media: Planned and delivered #CrimeMatters and #RuralCrime campaigns on Twitter, alongside a Google+ strategy. Edited and wrote copy for social media and blog, and oversaw paid media campaigns on Facebook.

Data analysis: Produced reports analysing online survey data. Suggested fundraising opportunities and social media strategies from results.

Design: Designed interactive and shareable content for the blog and social media. Created infographic used in Crimestoppers magazine and at Crimestoppers conferences.

Cancer Research UK (HQ London)

(September 2013 - December 2013)

HR: Career Development Intern

Managed employee career development website. Worked closely with the communications team, developed and advertised content, and drove the new initiative across the charity to increase engagement.

Website management: Provided administrative support and updated online databases and content.

ADDITIONAL SKILLS

- Web & Social Media:** Basic HTML & JavaScript. UX, PPC & SEO. Google Analytics and Adwords, AppNexus, Klout, Facebook, Twitter, Hootsuite, Google+, Tumblr, YouTube, Vine, Blogger & Wordpress.
- IT Skills:** Adobe Photoshop & InDesign, Microsoft Office, SharePoint, IBM SPSS Statistics, Lexis Nexis, Mac & PC.
- Art & Design:** Painter & illustrator (digital & traditional). Top of class at A-Level Art. Portfolio available on website.

Content communication: Created interactive site map and posters, and copy for employee website. Interviewed key individuals to create site content.

Data analysis: Analysed workshop feedback and created analytical reports with recommendations. Provided data entry support for the Social Marketing team.

Digital testing: Tested and critically analysed the Race for Life app and website.

Cancer Research UK (Leicester)

(September 2012 - September 2013)

Volunteer Head Visual Merchandiser

Organisation & People management: Covered managerial absences, oversaw a large team of volunteers, prioritised and delegated tasks, resulting in the shop running smoothly and hitting targets every time.

Sexpression (Leicester)

(January 2013 - May 2013)

Volunteer Sex Education Teacher

Communication & Influence: Presented lessons on sexual health to classes of up to 30 Year 9 students. Influenced disengaged children to participate in the class, organised practical tasks and taught a safe, memorable take-home message.

Oxford Brookes University

(September 2011 - July 2012)

Brookes Real Ale Society Lead Marketing Officer

Established all social media, designed 2011 Fresher's Fare marketing strategy. Achieved record membership sales (£500) at the 2011 Fare and budgeted, organised and hosted successful society events.

EDUCATION

Birkbeck College, University of London

2014- Present

Masters

Marketing MSc (CIM recognised course) TBA

University of Leicester

2012 - 2013

Masters

Clinical Criminology MSc Merit

- Distinction in Research Methods & Analysis
- High Merit for MSc Research Dissertation (large online quantitative & qualitative survey: online recruitment, survey design, data analysis, data handling).

Oxford Brookes University

2009 - 2012

Undergraduate

Psychology & Sociology (Hons.) BSc 2:2

- 2:1 for Psychology Quantitative Research Dissertation

REFERENCES

References are available on request.