

MADELINE FRANTI

Creative copywriter and content strategist helping brands say what they mean, reach the right audience and achieve their goals. Relies on marketing insights, journalistic integrity and data-driven strategy. Lives in Seattle. Loves words. Reads the news.

PROFESSIONAL EXPERIENCE

OREGONIAN MEDIA GROUP IN PORTLAND, OREGON

Content strategist & copywriter || June 2015-May 2017

Established an in-house creative agency, offering custom content, graphic design, branding and digital solutions. Wrote and edited site copy, blogs, social media posts, ad copy, sponsored articles, brand guidelines, infographics, editorial calendars, research reports, case studies, video scripts and more. Based strategies on KPIs, testing structures, audience personas and deadlines. Increased the average spend and contract length of company's clients overall. Past clients include:

- *RE/MAX (Terrie Cox, individual broker)*: Improved site experience, visitor retention, customer communication plan and brand identity.
- *Regence BlueCross BlueShield of Oregon*: Discovered ideal sponsored content format for lead generation based on campaign performance metrics.
- *Erik Runyan Jewelers*: Updated brand identity and provided content direction.
- *Forensic Analytical Consulting Services*: Provided content strategy for lead generation and retention based on audience research and competitive analysis.
- *Robinson Brothers Construction*: Improved site experience and brand identity.
- *Columbia Distributing*: Improved site experience and brand identity.
- *Here & There Travel Fest*: Grew brand into online and physical event experience.

Digital marketing research analyst || April 2013-May 2015

Analyzed digital media and marketing trends, mined audience data for compelling stories, created approximately 10 research-driven client proposals weekly and elevated the research analyst role. Key goals and achievements included:

- Contributing to more than \$50,000 in new and renewed contracts monthly.
- Creating collateral adopted by local office, Advance Digital HQ and 12 affiliates.
- Providing launch-critical research and training for content marketing program.
- Standardizing the target audience research and persona development process.

GANNETT DESIGN STUDIO IN DES MOINES, IOWA

Layout designer || March 2012-March 2013

Managed the daily and Sunday layout of three Midwestern newspapers and made editorial and design decisions independently and with the studio's executive team.

ST. CLOUD TIMES IN ST. CLOUD, MINNESOTA

Copy editor & layout designer || October 2009-March 2012

Selected national and international wire stories and images, as well as local news for the daily publication of the St. Cloud Times; designed news, business and lifestyle sections; updated SCTimes.com; and served on editorial board.

CONTACT

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SKILLS

- Verbal & written communication
- Content strategy & fulfillment
- Brand identity & management
- Program management
- Audience & market research
- Digital marketing best practices
- Scheduling deadlines & deliverables
- Google Analytics & AdWords
- Publication & proposal design
- Adobe Creative Suite
- WordPress
- Microsoft Office

EDUCATION

UNIVERSITY OF NEBRASKA-LINCOLN IN LINCOLN, NEBRASKA

August 2005-May 2009

Bachelor's in journalism; emphasis on economics, history and anthropology.

ADDITIONAL TRAINING

ST. PAUL PIONEER PRESS IN ST. PAUL, MINNESOTA

May-August 2008

Dow Jones News Fund editing intern.

POYNTER NEWS UNIVERSITY

July-September 2010

Market/audience data analysis course.