

# MADELEINE MOTE

MADELEINEMOTE.COM | BIRMINGHAM, ALABAMA | 251-752-4955 | MADELEINEMOTE@GMAIL.COM

## PROFILE

Creative marketing graduate with a passion for blending data and design to produce innovative campaigns. Experienced content creator and photographer who believes captivating imagery and compelling stories are essential for creating a memorable brand experience. A dedicated team player committed to cultivating excellent environments and serving people well, with a particular interest in digital marketing, content creation, event planning, and photography.

## SKILLS

- Content Creation
- Social Media Management
- Event Planning
- Photography
- SEO
- Copywriting
- Front-End Web Design
- Graphic Design
- InDesign
- Photoshop
- Powerpoint
- Excel
- Google Analytics
- MailChimp
- Canva
- WordPress
- Microsoft Word
- Slack
- Hootsuite
- Adobe Bridge

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## WORK EXPERIENCE

### Marketing and SEO Coordinator

Hollywood Outdoor Living - Birmingham, Alabama

January 2023 - current

- Leading the implementation of SEO techniques to enhance online presence and improve search engine rankings.
- Collaborating with the marketing team to develop and execute creative campaigns, including content creation, social media management, and email marketing, with the goal of increasing brand visibility and engagement.

### Trainer and Rider

Blackjack Farms - Birmingham, Alabama

March 2022 - May 2023

- Managed the care, training, and maintenance of high-end competition horses.
- Developed riders of all ages, helping them achieve their personal goals and perform at their best.
- Maintained client relationships and facilitated the onboarding of new students to the barn.

### Seasonal Culinary Assistant

JH Ranch - Etna, California

May 2023 - September 2023

- Assisted in the preparation and execution of diverse culinary creations, contributing to the smooth operation of the kitchen and ensuring timely delivery of high-quality dishes.
- Collaborated with chefs in ingredient preparation, cooking techniques, and plating, demonstrating adaptability and efficiency in a fast-paced culinary environment.

### Photographer

JH Ranch - Etna, California

May 2022 - September 2022

- Captured compelling and visually engaging photographs for various events and projects, showcasing a keen eye for composition, lighting, and storytelling.
- Executed end-to-end post-production using Lightroom and Bridge for optimal visual impact.
- Organized and managed galleries for a streamlined presentation of work.

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## EDUCATION

### Pennsylvania State University

Bachelor's of Science in Marketing

August 2018 - December 2023

- GPA within Major : 3.375

### Highlands College

Associate's of Art in Christian Studies

January 2020 - December 2021

- Cumulative GPA : 3.81