

# Madelaine Sarisky

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## EDUCATION

**Loyola Marymount University** - *Bachelor of Arts in Journalism and Urban Studies* August 2019 – May 2023

- GPA 3.8
- Activities & Societies: Alpha Chi Omega Sorority • Her Campus Media • Christian Life Community

## WORK EXPERIENCE

**Sensis Agency** – *Media Intern* October 2023 – January 2024

- Assisted in the initiation and oversight of multiple advertising campaigns across diverse platforms including Google, YouTube, Facebook, TV, and out-of-home channels
- Supported campaign monitoring and reporting by tracking performance and analytics on select campaigns, communicating any orders/changes to media vendors and attending internal meetings to report campaign progress and suggest optimizations for improvement, ultimately resulting in client satisfaction
- Collaborated with team members across the board to effectively address and resolve billing issues

**Loza & Loza LLP** – *Web Content Writer* August 2023 – December 2023

- Spearheaded the development of innovative content for the firm's website to better market their services and attract potential clients
- Crafted PR content for the law firm's website by interviewing 15 of their attorneys and creating tailored bios for each of them individually to better showcase their services and expertise
- Refined and optimized existing website content, ensuring seamless updates and improvements to enhance user engagement

**Digital Delane** – *Content Marketing Intern* September 2022 – December 2022

- Conducted in-depth research of current trends in digital marketing and helped facilitate a strategic content marketing blog plan for the months of November and December
- Drafted and polished over 20 blogs for the agency's content calendar on a variety of topics ranging from social media and rebranding to SEO, website audits and marketing tips for clients to refer to
- Performed additional research and writing as needed on other technical topics related to digital marketing

**Loyola Marymount University** – *Editorial Intern* August 2022 – December 2022

- Generated and authored weekly articles for *The Lion*, the LMU Journalism department's online newspaper and website
- Researched article subject matter and conducted source interviews for articles on topics ranging from city happenings to pop culture, contributing to diverse materials for the website
- Fostered close collaboration with the editorial team, maintaining consistent communication regarding ongoing projects to assure forward movement of plans and maintain standards of accuracy and verification in the reviewing and refining process of content to be published

## SKILLS & LANGUAGES

• Conversational Spanish • Content Writing • Journalism • Research • Reporting • AP Style • Digital Marketing • Copyediting • Fact-Checking • Digital Publishing • Editorial Management • Storytelling • Paid Media • Digital Media • Clerical Work • Data Entry & Management

## SOFTWARE TOOLS

• Google Workspace • WordPress • Content Management Software • Canva • Microsoft Outlook • Microsoft Excel • Microsoft Word • Microsoft Teams