

Cathleen Madrona

Contact Details

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Skills

Customer Success
Project Management
Content Writing & Strategy
Visual Design
Website Launching
Landing Page Design
HTML/CSS (Beg-Int)

Software

Wordpress - Shopify - Landing Lion
HubSpot - Pardot - MailChimp
Intercom - Calendly - JIRA
Atlassian - Asana - Slack - GSuite
Adobe Photoshop - Hootsuite

Education

A.S., Fashion Merchandising
Los Angeles Trade Technical College
2014

Work Experience

PROJECT & ACCOUNT MANAGER

MARKETWAKE

Apr 2019 - Aug 2019 // Atlanta, GA

- Managed 6 client relationships and strategic planning for projects to ensure timely updates, monitoring and adapting as needed.
- Worked closely with the Marketing Director to implement and optimize digital marketing strategies, tactics and deliverables.
- Managed 3 website launch and branding projects from concept to post-launch quality assurance.
- Supported clients on managing technical marketing tools like Wordpress, Pardot (for email marketing), Kevo, Shopify, Mailchimp, and Landing Lion.

MARKETING MANAGER & CUSTOMER SUPPORT LEAD

MAKESWIFT (Landing Lion)

Oct 2017 - Feb 2019 // Atlanta, GA

- Managed all customer support requests that came through in-app chat and email.
- Served as dedicated point of contact for technical support; worked closely with the company's CTO and engineering product teams to prioritize and resolve technical issues for customers.
- Responsible for translating customer feedback into product marketing content and product strategy.
- Maintained and contributed to the company's support documentation to empower landing page builders to do their best work.
- Conducted in-person and video onboarding and training sessions for key accounts.

STUDENT EXPERIENCE LEAD

GENERAL ASSEMBLY

Mar 2017 - Oct 2017 // Atlanta, GA

- Served as first point of contact for student concerns and course operations support.
- Mediated conflict and diffused challenging situations as a point of escalation for any student and customer issues.
- Supported students with class launches by leading student orientation, tracking course prework, and managing student data management tools.
- Created and implemented social instances to encourage community building and networking for over 100 students.

MARKETING MANAGER

THANYAPURA SPORTS RESORT

Mar 2016 - Oct 2016 // Phuket, Thailand

- Collaborated with all department executives (Health & Wellness, Sports, Food & Beverage, Hotel, Sales) to develop product packages and promotions.
- Created efficient systems and processes for marketing asset production and inbound communication, including marketing briefs, media buying plans and newsletters.
- Established yearly marketing and promotions calendar. Maximized efficiency in all marketing operations through communication, systematization and agility.
- Managed marketing campaigns and asset production from concept, strategy, to distribution.

PR & EVENTS MANAGER

CARO MARKETING

Jul 2014 - Feb 2016 // Los Angeles, CA

- Managed client relationships and cultivated relationships with fashion and lifestyle writers, editors, producers, stylists and influencers.
- Built communications strategies that increased brand awareness for clients through editorial visibility, influencer marketing and events.