

# Cathleen Madrona

## Contact Details

Cell: 818-667-5288  
cathleenmadrona@gmail.com  
Based in Atlanta, GA 30306  
LinkedIn: /in/cathleen-madrona  
www.cathleenmadrona.com

## Skills

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

## Software

MailChimp - Wordpress - Squarespace  
- Shopify - HubSpot - Pardot -  
Makeswift - Intercom - Calendly - JIRA  
Atlassian - Asana - Basecamp - Slack -  
GSuite - Canva - Adobe Lightroom -  
Adobe Photoshop - Hootsuite -  
Facebook Business and Creative Suite

## Certifications

Certified Hatha Yoga Teacher  
200-hour Hatha Yoga Teacher Training  
Tough Love Yoga, Completed 2020

Yoga Anatomy Course  
18 Continuing Education hours with  
the Yoga Alliance  
Tough Love Yoga, Jan - Feb 2021

## Education

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

## Work Experience

### BRAND & MEMBER EXPERIENCE MANAGER

#### TECH SQUARE ATL SOCIAL CLUB Nov 2019 - Present // Atlanta, GA

- Directs community cultural and experience strategy, creating and maintaining relationships across technology and creative fields.
- Created a systematic, process-driven approach to partner relationship management.
- Negotiates and finalizes deals in accordance with company's contract guidelines and policies.
- Measures and reports the results of various projects with partners, including co-created content promotions and event partnerships.
- Manages programmatic community initiatives, hospitality design, member education and engagement.
- Produces promotional marketing and program materials to implement member-driven content strategy; developing scalable brand standards.
- Manages omni-channel customer experience strategy, using member insights to drive an internal feedback loop.
- Develops and designs proactive member engagement tools using design-thinking and UX/UI principles.

### PROJECT & ACCOUNT MANAGER

#### MARKETWAKE Apr 2019 - Aug 2019 // Atlanta, GA

- Worked closely with the Marketing Director to manage 6 client relationships 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), Kevy, Shopify, MailChimp, and Makeswift.

### MARKETING MANAGER & CUSTOMER SUPPORT LEAD

#### MAKESWIFT (Landing Lion) Oct 2017 - Feb 2019 // Atlanta, GA

- Worked with media publications on press around company news to tell compelling stories about the journey of a B2B SaaS company.
- Managed all technical customer support requests that came through in-app chat and email.
- Responsible for translating customer feedback into product marketing content (such as newsletters, in-app notifications, landing pages) and product strategy.
- Maintained and contributed to the company's support documentation to empower landing page builders to do their best work.

### STUDENT EXPERIENCE LEAD

#### GENERAL ASSEMBLY Mar 2017 - Oct 2017 // Atlanta, GA

- Served as the 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.

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## Interests

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Yoga  
Meditation  
Kickboxing  
Hiking  
Music concerts  
Exploring cities through food  
Community activism

## References

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Available upon request

## Work Experience

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### 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.

## Volunteer Experience

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### FOOD DELIVERER

#### ATLANTA SURVIVAL PROGRAM Dec 2020 - Present // Atlanta, GA

Atlanta Survival Program is a volunteer COVID-19 relief initiative, providing healthy food donated by community organizations and local businesses to those in need.

- Pick up and deliver free groceries to people impacted by COVID-19 in the Atlanta metropolitan area and surrounding communities.

**Learn more:** [atlsurvival.org/food/](https://atlsurvival.org/food/)

### CO-FOUNDER AND DIRECTOR, BRAND MARKETING

#### CONDOM COUTURE ATL - A PLANNED PARENTHOOD FUNDRAISING EVENT Mar 2019 - Mar 2020 // Atlanta, GA

Condom Couture ATL 2019 is the inaugural fashion runway show benefitting Planned Parenthood Southeast Advocates.

- Led and implemented all marketing efforts that generated over \$20,000 in sponsorship and ticket sales for the event.

- Developed, designed and produced external communication materials to promote Condom Couture ATL and all related sponsorship initiatives, including the website, flyers, social media content, public relations, community partnerships and more.

**Learn more:** [condomcoutureatl.com/2019recap](https://condomcoutureatl.com/2019recap)