

Madison Conroy
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Education

James Madison University, Harrisonburg, VA	Expected Graduation: May 2025
Bachelor of Arts: Advertising and Communications PR	

Experience

Self Employed Content Creator, Remote	May 2021 - Present
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Social Media Content Creator

- Manage a TikTok account with over 169,600 followers, creating and posting over 750 videos.
- Leverage TikTok's algorithms for strategic marketing, achieving ~18% engagement rate.
- Build relationships with brands like West Elm, Walmart, and Target, and continue to expand audience on Instagram, YouTube, and Pinterest.

Amazon Influencer Program, Remote	October 2021 - Present
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Freelance, Influencer

- Generate over \$200,000 in revenue by creating promotional content.
- Maintain an 11% conversion rate on affiliate links.
- Collaborate with brands for authentic content and increased sales.

Clinique Ambassador Program, Remote	September 2023 - December 2023
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Campus Ambassador

- Produce videos and photographs to enhance brand visibility on campus.
- Plan and execute promotional events, distributing thousands of product samples.
- Collaborate with campus organizations to boost Clinique's brand presence.

Arm & Hammer Influencer Partner, Remote	August 2023 - October 2023
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Contract, Influencer

- Produce compelling video content to promote a new branch launch, boosting brand affinity.
- Assess brand sentiment among Gen Z, refining marketing strategies based on insights.
- Meet campaign deadlines, manage tasks effectively, and align content with brand guidelines through real-time feedback.

Walmart+ Influencer Partnership, Remote	August 2023 - October 2023
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Contract, Influencer

- Create engaging video content for Walmart+, including TikToks and link placements.
- Provide detailed metrics reports to measure campaign impact and develop creative concepts for approval.
- Adhere to FTC Endorsement Guidelines and incorporate feedback during the editorial process.

Student-Made JMU, Harrisonburg, VA	August 2022 - January 2023
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Content Creation Manager

- Captured engaging photo and video content to build brand awareness for Student Made and participating creators.

- Planned and executed photoshoots to showcase brands.
- Curated compelling video content to enhance brand visibility.

Involvement

JMU Women's Club Lacrosse, Harrisonburg, VA

- Served as the team's goalkeeper, contributing to team performance and strategy.

Volunteer at Blue Ridge Area Food Bank, Harrisonburg, VA

- Sorted through hundreds of boxes of food, helped create emergency food packages, and distributed them to local schools and neighborhoods.