

# MADISON BLEEKER

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## MARKETING MANAGER

(757) 759-9621 | bambini73@gmail.com | madisonbambini.wixsite.com/portfolio

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### Professional Summary

A results-driven marketing professional with 6+ years of expertise in project management, successful communication campaigns, data-driven marketing, and content creation. Proven track record in working with state and federal health agencies and organizations, possess strong communication, organizational, and time management skills with a commitment to diversity and inclusion.

### Career Experience

#### MARKETING MANAGER

ASTHO | Feb. 2023 - present

- Developed comprehensive standard operating procedures (SOPs) and communications strategies for diverse events, products, campaigns, and processes, ensuring alignment with organizational goals and KPIs
- Analyzed weekly performance metrics of a flagship newsletter distributed to over 60,000 subscribers, identifying key trends and informing strategic content adjustments that increased open rates from 23% to 55% in 12 months
- Ran weekly status meetings, effectively directing the marketing program efforts of the team to achieve performance and stakeholder goals
- Led the onboarding and training of communications specialists and interns, successfully managing and mentoring a high-performing team of four through complex projects
- Led the ongoing efforts of reporting and tracking projects through the project management platform Monday.com
- Managed branding, promotion, and registration efforts for major events such as Public Health TechXpo and Insights and Inspirations, driving record-breaking attendance and improving participant engagement through innovative marketing strategies.
- Actively participated in key organizational meetings, offering strategic insights and perspectives
- Served as the primary liaison between the cross-cutting leads for the marketing, content development, and social media teams, ensuring coordinated promotional activities to align with business priorities
- Led the management of ASTHO's public health national awareness editorial calendar
- Wrote, edited, and curated diverse content to support communications efforts within programmatic public health portfolios, including promotional copy, social media posts, newsletter language, and web copy
- Played a pivotal role in the launch and promotion of the *Public Health Review Morning Edition* newscast, handling internal and external guest bookings and the promotion of products and events (winning a 2023 PRSA Bronze Anvil Award)
- Compiled metrics reports to track KPIs, leveraging data insights to assess performance and inform future strategies
- Assisted team with SEO strategy, conducting keyword and competitive research to enhance online visibility and engagement
- Managed budgets for promotional campaigns and projects, ensuring efficient resource allocation and alignment with ASTHO's funding cycle

#### MARKETING SPECIALIST

ASTHO | June 2021 - Jan. 2023

- Developed and executed comprehensive communication strategies for diverse events, publications, and initiatives.
- Managed project lifecycles and communication needs for capacity building and technical assistance programs.
- Contributed to the development and implementation of communication plans for large-scale projects and events.
- Led the migration and ongoing support of a project management platform (Monday.com).
- Compiled metrics reports and analyzed data to measure campaign performance and ROI.
- Curated and edited content for various communication channels (website, newsletter, social media).
- Supported SEO optimization for online content and platforms.
- Collaborated across teams to ensure effective communication strategies and seamless operations.
- Managed and mentored junior communications staff.
- Demonstrated leadership potential through participation in development programs (SOAR).

## MARKETING COORDINATOR

ASTHO | Jan. 2021 - June 2021

- Managed project lifecycles through the development and maintenance of project management tools (Monday.com).
- Served as a communication liaison between project teams and the public relations team for CB/TA initiatives.
- Provided logistical and organizational support to the public relations team (media requests, interview scheduling, project tracking, file organization).
- Managed financial aspects of projects, including budget tracking, reporting, invoices, and payments.
- Contributed to media outreach by writing press releases and scheduling press conferences.
- Conducted comprehensive event evaluation through metric tracking and reporting (e.g., TechXpo).
- Compiled and analyzed monthly data to generate comprehensive metric reports.

## MARKETING COORDINATOR

Thriveworks | July 2020 - Dec. 2020

- Created over 600 pieces of written content for the company website
- Published content online using WordPress
- Collaborated on impactful multi-media communication campaigns
- Performed SEO keyword research through SEMRush, Screaming Frog, and other SEO platforms
- Supported the tracking and reporting of marketing KPIs

## Education

### UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

*Master of Business Administration*

Oct. 2024 - Current

### VIRGINIA COMMONWEALTH UNIVERSITY

*Bachelor of Science in Mass Communications - Digital Journalism | Broadcast Journalism*

Aug. 2015 - May 2019

## Certifications

### CORNELL UNIVERSITY

*Essentials Leadership*

Dec. 2023

## Key Strengths

- Program & Project Management
- Search Engine Optimization; SEMRush
- Adobe Creative Suite
- Constant Contact, MailChimp, and Higher Logic
- Media and Public Relations
- Search Engine Marketing (SEM)
- Microsoft Office Suite
- Marketing Strategy & Leadership
- Creative Direction & Campaigns
- Asana, Monday, Trello, and Basecamp
- Marketing Analytics & Insights
- Social Media Strategy & Campaigns
- Marketing Technology & AI
- Google My Business, Google Analytics, Google Trends
- Budgeting & Financial Management
- Digital Marketing Strategy