



MADISON CROSBIE

Beauty | Interior | Lifestyle

Marketing Manager

Social Media, Influencer Marketing, & E-Comm

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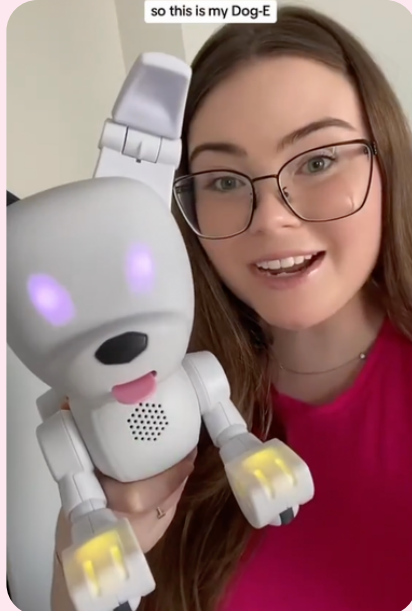
PROFESSIONAL SUMMARY

Passionate and innovative Marketing Manager with 3+ years of experience specializing in crafting engaging content tailored for diverse audiences. Skilled in managing multiple brand Social Media accounts simultaneously and adapting strategies to meet unique goals. With a background in content creation, I bring hands-on experience to the table and am equipped with the organizational and leadership skills to effectively manage and brief teams in executing marketing strategies.

Proven track record of executing successful influencer campaigns on a large scale. Proficient in conceptualizing creative campaign briefs, on-brand communication, and fostering long-term influencer relationships.

BRAND PORTFOLIO





MORE ABOUT ME

After completing my Bachelor of Commerce in Marketing at McGill University in 2020, I started my position at WowWee where I've been working remotely in Montreal as a Marketing Manager.

In December of 2023, my partner & our cat made a big move to Collingwood, Ontario where we've just purchased our very first home! If you need me, I'll be spending my weekends bringing back charm to our recently renovated century home. Other than interior design, my interests include reading (major fan of #BookTok), skincare, makeup, sewing, and cooking!

CONSULT SERVICES

SHORT-FORM VERTICAL CONTENT CREATION

- *Creation of compelling & consistent video assets that are true to your brand(s).*
- *As a chronically online 20-something, I guarantee ideas & final videos brought to your team will be socially relevant and creative, with tons of viral potential!*

MONTHLY CONTENT & INFLUENCER CAMPAIGN MANAGEMENT

- *UGC content creation*
- *Social media strategy & insights*
- *Influencer campaign management*

**prices available upon request.*