

MADISON CROSBIE

Marketing Manager



Contact

📞 519-200-6043

✉️ madisoncrosbie@gmail.com

🌐 www.madisoncrosbie.com

WORK EXPERIENCE

Marketing Manager, Social Media & E-Comm

WowWee | September 2020 - Present

- Manage all company social media accounts (Instagram, TikTok, Facebook, YouTube) for multiple brands, driving increased engagement and brand visibility through daily community management, content planning, and creation.
- Direct a team of freelance content creators to ensure consistent daily posts on all company TikTok accounts, resulting in uninterrupted audience engagement through on-brand content.
- Lead and execute large-scale influencer campaigns, from creative concepting to reporting results. Establish long-term relationships with relevant influencers resulting in the delivery of on-brand and high-performing assets.
- Spearhead the creation of company e-commerce assets by collaborating with graphic designers, ensuring timely delivery of on-brand informational assets for product launches.

Sales Intern

WowWee | May 2019 - August 2019

- Create product presentations to be used for sales purposes, effectively displaying pertinent product information.
- Point of liaison between clients and sales representatives to satisfy informational needs.
- Manage the shipment and organization of product samples for events and sales purposes.

Business Development Intern

Flawless By Friday | May 2018 - October 2018

- Manage all company customer support. Ensuring timely responses for positive customer experiences.
- Support distribution partner needs, including follow-up communication and preparation of product spec sheets.
- Manage relationships with independent wholesale accounts. Including creating PO's and drafting brand-compliant company communication.

EDUCATION

Bachelor of Commerce, Major in Marketing, Concentration in Strategic Management

*McGill University, Desautels Faculty of
Management | 2016 - 2020*

PERSONAL PROFILE

Experienced Marketing Manager specializing in crafting engaging content for diverse audiences and managing multiple brand social media accounts. Skilled in executing successful influencer campaigns at a mass scale and fostering long-term influencer relationships. Proficient in creative campaign conceptualization, on-brand communication, and adapting strategies to meet unique goals.

SKILLS

- Content Creation
- Social Media Management
- Influencer Marketing
- Graphics Creation
- Copywriting
- E-Commerce Content
- Team Management
- Creative Briefing

CERTIFICATIONS

- Google Ads Creative Certified
- Google Analytics Certified
- Google Ads Video Certified

PERSONAL INTERESTS

- Reading
- Cooking
- Interior Design
- Skincare & Makeup
- Sewing
- Writing