

# Madison Zizmer

## Marketing Manager

madisonzizmer@gmail.com | 407-615-9293 | Atlanta, GA

[www.linkedin.com/in/madison-zizmer/](http://www.linkedin.com/in/madison-zizmer/)

---

*Marketing Manager with 3+ years of experience creating and executing marketing strategies for 20+ clients. With a passion for creativity and detail, I thrive at communicating powerful messages and organizing tasks to achieve business priorities.*

## PROFESSIONAL EXPERIENCE

---

### MARKETING MANAGER

Hasner Law

*August 2022–Present*

**Atlanta, GA**

- Lead and execute all marketing strategies for the firm, including retaining and growing 1,000+ client relationships, elevating brand awareness, managing social media, and improving search engine optimization (SEO)
- Optimize and manage an annual marketing budget of \$250K, tracking ROI and analyzing data
- Oversee 5+ vendors, including SEO vendor, to increase client growth by 30% a month and achieve marketing goals

### CONTENT STRATEGIST

### JUNIOR CONTENT STRATEGIST

Syrup Marketing

*September 2021–August 2022*

*June 2020–September 2021*

**Atlanta, GA**

- Developed and executed multi-channel marketing campaigns through social media, blog posts, email, and web, for 20+ clients across the B2B and B2C sectors, successfully bringing each brand voice to life
- Led in content creation and strategy for website projects, collaborating with designers and developers to launch new client websites up to 25+ pages to increase leads and meet business goals
- Managed the content team and oversaw training and development for the Junior Content Strategist
- Served as the creative director for Georgia and Alabama Crown photoshoots, organizing and designing sets for 50+ products to capture engaging photos to share across media channels
- Monitored and audited content for search engine optimization (SEO) and increased website user experience
- Created 30+ unique social media posts each month per client to help organizations reach business objectives and increase brand awareness, yielding YoY increases in reach up to 300%

### MARKETING & COMMUNICATION INTERN

River City Company

*September 2019–March 2020*

**Chattanooga, TN**

- Implemented marketing initiatives for River City Company, a private 501(c)(3) non-profit, working in partnership with the local government and philanthropic sectors to engage and support Downtown Chattanooga

## EDUCATION

---

### UNIVERSITY OF FLORIDA

Bachelor of Science in Public Relations (concentration: business administration)

*May 2019*

**Gainesville, FL**

- Selected as one of five members to compete on the 2019 UF Bateman Team

### THE FELLOWS INITIATIVE

Selected to participate in a nine-month post-graduate career and leadership development program with a focus on civic responsibility and service

*September–May 2020*

**Chattanooga, TN**

## SKILLS

---

- Adobe Creative Suite, Canva, Excel, Facebook Business Manager, Figma, Filevine, Google Analytics, Google Business Profile, Google Data Studio, Google Search Console, Microsoft Office 365, WordPress, SEO, UX Design