

# Madie Leon Riley

## Advanced User

Mailchimp  
Video Production/Editing  
BMFTPSDF  
VCP  
EPCFVJF  
Wordpress  
FOTF  
Trello

## Project Experience

Magazine Layout & Design  
Editorial Copy  
.VMJIBOOFMPOFOSFBJPO  
FEJDBFE3BNBJHOSB  
DRVJTJJPOPNNVOJDBJPOT

## Portfolio:

[madieleonriley.com/portfolio](http://madieleonriley.com/portfolio)

## LinkedIn:

[linkedin.com/in/madieleonriley](https://www.linkedin.com/in/madieleonriley)

## Email:

[madieleonriley@gmail.com](mailto:madieleonriley@gmail.com)

## Phone:

575-302-7698

Austin, TX

## About Me

I am Communications Director who is passionate about helping companies doing good reach their fullest potential and expand into new markets.

## Experience

### 2021-Current **Communications Director** **Boostlingo, Austin**

- FWFMPEBSLF OHTFHFOBPOTSBFHIB SMFEMFBETBOEPEVCMFEMPTFESFWFOV
- YFFEFERVBSFS MHPBMTGPS2- TFWFSRVBSF ST OFCFHOOOHB PPTMOHP
- -FBEBFBPG POFOTSBFH T TPFYVFPOFE PSBMBMFOEBSBOERVBSFSMHPBMT
- Ghost write executive thought leadership for multiple channels and silos.
- Create customer marketing and outreach collateral for account managers.
- BSOFEMBFFO OGPVSTFBSBF SBEFVCMB POTBOEFWFMPFEFOSF1TSBFH
- 4FSWFEBTBGPVFOHFCFSPG IF4FFS OHPFFBOEIFVMVSMVC
- SFBFESPEV BSLFOHTSBF HGPSISFFTB SBFCBOETPT B RVTP
- YVFETVFTTG VMPVOBP OT BBHOTGPSBRVTPOTO POFOI
- FWFMPEBPO FCFPTPS F E PSBMBMFOEBSBOEPOGFSFOFBMF OEBSGPSTBMFT
- Host LinkedIn Lives and other public facing webinars for brand awareness.

### 2021 **Communications Specialist** **Texas Rural Water Association, Austin**

- Wrote, edited and sent bi-weekly email newsletters to audiences of 2000+.
- Edited content for and design in-house consumer magazine and member magazine. Managed the printing and delivery of 4000+ copies of magazine.
- Coordinated administrative needs for TRWA-hosted online job boards, including the Veteran Career Center, a free resource for veteran candidates.
- Created content for and managed communities for all social media channels. Produced 790% increase in Facebook reach in one quarter.
- Lead internal project management for all communications projects and event marketing for Training, FMT and Administrative departments.
- Managed the Emerging Leaders Program including communication with participants and community project supervision.
- Performed website updates and page management for events, content uploads, design changes and new programming for all departments.

### 2011 - 2021 **Communications, Marketing and Administration** **Camp Fire Central Texas, Austin**

- Filmed and edited video projects for summer camp marketing campaign.
- Created annual report and rebranded local chapter to Camp Fire Central Texas.
- Entered data and built online system for after school programming.
- Substitute taught for after school nature programming.

### 2015-2016 **Marketing and Administration Assistant Manager** **Aldridge, Dallas**

- Individually managed account for largest client by revenue at Aldridge.
- Handled vendor management for third-party marketing and PR firm for social media and email marketing campaigns.
- Monitored inbound traffic, SEO patterns, and web ad performance using Google Analytics and Sales CRM.
- Ghost wrote client communication from executives and Aldridge general accounts for client communication blasts.
- Independently updated, wrote copy and built webpages for Aldridge.com.
- Created editorial calendar for marketing and internal communication content.

### 2015 **Corporate Communications Intern** **Southwest Airlines, Dallas**

- Created internal employee communication for mass emails to 40K employees, internal magazine and brochures .
- Ghost wrote presentations for VP of Communications and VP of People.
- Maintained Speakers' Bureau speaking requests for department heads.

## Education

### 2012-2014 **University of Texas at Austin** **BS Communication Studies, Human Relations**

- Relevant Coursework: Corporate Communication, Organizational Communication, Interpersonal Communication, The Rhetoric of Charity, Theories of Persuasion