

MADDY GRIMM

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📍 Parma, OH

EDUCATION

The Creative Copywriter Academy
May 2020
Ongoing Independent Study

Bowling Green State University May 2019
Bowling Green, Ohio

BA in Media Production and Studies with
Focus in Media Business
Minor in Applied Advertising
with Honors

SKILLS

Digital Marketing	Scriptwriting
Copywriting	Promotions
Social Media	Radio Broadcasting
Problem Solving	Project Management
Branding	Content Creation
Audio Production	Advertising

SOFTWARE AND TOOLS

Adobe Creative Cloud	Canva
Buffer	Later
Hootsuite	Microsoft Office
Trello	Mailchimp
Facebook Ads	Google Analytics
Pro Tools	Social Media
Keller Williams (KW Command)	
WordPress	Slack
Microsoft Teams	Weebly
Wix	Airtable

EXPERIENCE

Holly M Communications, Cleveland, OH

Contractor, Digital Content Specialist

October '19-Present

- Strategically recommends and creates various media content in the form of social media graphics, digital designs, email campaigns, copy, and media placement
- Designs social media graphics for holidays, announcements, events, as needed using Canva and Adobe Creative Cloud
- Writes copy for social media graphics and email marketing campaigns
- Designs and helps distribute targeted email campaigns using Mailchimp
- Suggests new content and updates content on website using WordPress

The Golden Group, Keller Williams Greater Metropolitan, Rocky River, OH

Marketing Coordinator

June '19-Present

- Uses Adobe Creative Suite and Canva software to create and distribute content daily in the form of graphics, videos, or photos on both Facebook and Instagram platforms
- Manages Facebook, Instagram, and LinkedIn accounts using Later and Buffer social media dashboards
- Writes all copy and designs for social media posts, graphics, postcards, printed marketing materials and advertisements
- Writes website copy as needed for Golden Group sister companies, Golden Years and Golden Renovations
- Assists team agents with traditional and digital marketing campaigns for paid social media advertisements, email marketing, or direct mail
- Assists team agents with learning and utilizing Keller Williams, KW Command software
- Assists team agents with and agent branding on social media, consumer home search websites, etc.
- Analyzes and creates weekly reports for social media analytics and insights to monitor and improve strategy
- Develops and maintains social media posting and content strategy
- Develops and brands digital and traditional marketing materials
- Strategically develops advertisements to produce leads and increase brand awareness
- Helps keep real estate listings up to date on property and agent websites
- Manages monthly advertisement budget

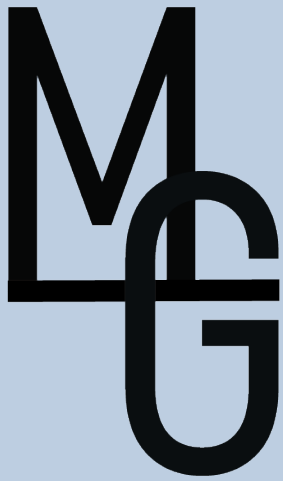
CLE3D, Rocky River, OH

Marketing Coordinator

June '19- Present

- Uses Adobe Creative Suite and Canva software to create and distribute content daily in the form of graphics, videos, or photos on both Facebook and Instagram platforms
- Manages Facebook, Instagram, and LinkedIn accounts using Buffer social media dashboards
- Writes copy for website, social media posts, graphics, printed marketing materials and advertisements
- Develops and maintains social media posting and content strategy
- Develops and brands digital and traditional marketing materials
- Assists with photo, video, and Matterport sessions and editing as needed

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EXPERIENCE

WBGU FM/BG Falcon Media, Bowling Green, OH

General Manager/Entertainment Channel Leader

April '18 - May '19

- Oversaw all station operations including day-to-day activities and production of station content
- Approved and helped create station content, graphics, merchandise, and policy
- Represented the WBGU brand at events, in the community, online on social platforms, and in external communications
- Facilitated the collective work of executive staff and assists each department with event coordinating, station music selection, station promotion, and social media accounts.
- Used Trello to manage all projects and staff
- Created targeted content in the form of paid, earned, and owned media, email blasts, personal communication to recruit new station members and generate engagement within the community

DJ

Jan '16 - Present

- Creator and host of weekly radio program, "Indiescovered," and former creator/host of "Cinema Tunes" and "Live & Loud."

Production Director

Aug '17- May '18

- Wrote and produced scripts individually and with staff to be for pre-recorded audio segments for radio
- Recorded and edited audio segments using Pro Tools software

CommutAir, Cleveland, OH

Marketing Intern

May '18- Aug '18

- Assisted Marketing Director with internal company communications through the creation of weekly email blasts and daily digital graphics
- Managed social media accounts and helped develop content strategy and weekly posting schedule
- Created digital content in the form of graphics, social media posts, videos, and photos
- Helped analyze and develop strategy for digital marketing including paid SEM and SEO campaigns

Stanton Recording Studio, Bowling Green, OH

Audio Production Intern

Aug '17 - May '18

- Monitored, scheduled, and assisted with recording sessions for BGSU students and faculty

Perception Multimedia, Cleveland, OH

Account Representative

June '17 - Aug '17

- Conducted sales research, helped generate leads, made cold calls and follow ups with clients
- Used Trello to create a sales tracking system

Intern

May '17 - June '17

- Created weekly social media posts and managed accounts for clients using Hootsuite
- Assisted with photo and video shoots on location and in studio
- Edited video content for clients using Adobe Premiere Pro