

Madison Zoey Vettorino

www.madisonzoeyvettorino.com

SEO Content Writer, HubSpot Website Blog

HubSpot // April 2022 - Present

- Research, write new keyword-rich articles for HubSpot's Website blog
- Update pre-existing articles for clarity, SEO

Freelance Ecommerce Content Writer

Various publications // Feb. 2022 - Present

- Pitch, research, and write commerce articles for a variety of publications including Brit + Co, Blissmark, and Daily Mail

Content Marketing Manager

Inspira Marketing Group // Aug. 2021 - April 2022

- Write optimized articles and whitepapers for company blog
- Manage social media calendar for agency accounts; write social copy, create social graphics, schedule/post content
- Curate and produce Weekly Inspiration newsletter, report results
- Member of Equity Alliance, a group dedicated to inclusivity in workplace

SEO Content Writer

GRO // Feb. 2021 - April 2022

- Write educational, keyword-rich branded content articles for clients' blogs in their brand voice to establish authority and reach target audience
- Edit and update pre-existing content on client blog for clarity, SEO, voice

Social Media & Digital Content Production Specialist

The Taunton Press // Sept. 2020 - June 2021

- Write social copy & create graphics for distribution using Adobe Suite
 - Manage social media calendars & post content for two magazine brands
 - Responsible for 140% increase in traffic on Pinterest; increased monthly audience to 10m+ viewers (up from 6m) on Pinterest.
- Formerly: Web Production Intern (May 2019-Sept. 2020)

Noted. Adviser

The Wall Street Journal // June 2020 - Aug. 2021

- Selected as an Adviser for Noted, Wall Street Journal's new magazine
- Provide feedback on Noted's projects & collaborate with reporters

Digital Editorial Intern

Food Network (Discovery Inc.) // Jan. 2020- April 2020

- Write editorial content for Food Network blog and app
- Assist editors with recipe editing, photo selection, and content curation

Education:

Marist College
Poughkeepsie, N.Y.

Bachelor of Arts

Communication major,
concentrations:

Journalism & PR.

Minors: Graphic
Design & Photography.

Graduated May 2020.

Magna Cum Laude.

GPA: 3.8. Charles &

Cornelia Murray

Scholarship for Print

Journalism recipient;

Dean's List (all
semesters). Fall 2018

Semester abroad at

Lorenzo de' Medici

in Florence, Italy.

Skills:

Adobe Creative Suite,

Microsoft Suite,

G-Suite, Social Flow,

Marketo, WordPress,

Squarespace, Wix,

Tailwind, Basic HTML,

Elementary Spanish, AP

Style, Hootsuite,

HubSpot, Google

Analytics, Trello, Slack,

Remote work.