

Lerin Madole

A conscious communicator with over a decade of experience engaging B2B & B2C audiences across markets, I specialize in content strategy, brand mgmt., and collaborative cross-functional leadership. I drive innovative change & growth through data-driven insights & creative problem-solving.

EXPERIENCE

Yellow Umbrella, LLC | REMOTE (Denison, TX) — Contractor

CLIENT SERVICES: WRITER, PROJECT MANAGER, MARKETER, +MORE | MAY 2011 - PRESENT

- Self-motivated side project for freelance & contracted services
- Experience & projects include: marketing strategy consultation, content generation & project mgmt., copywriting, brand definition & communications, small business development, and more
- [*Portfolio + references available upon request*]

COMSINT | REMOTE (Boston, MA) — Director of Public Relations

CLIENT SERVICES: CLIENT RELATIONSHIPS, MEDIA LISTS, OPERATIONS | AUG 2022 - FEB 2023

- Work alongside the President to successfully maintain existing client & media relationships through clear communications, timely content deliveries & project mgmt. of active service contracts.
- Establish & implement editorial content & calendar, and analyze industry data to identify target clients & industry PR contacts.
- Establish org. processes & infrastructure to support secure, collaborative file sharing across diverse client systems, and enable projected growth.

DemandLab | REMOTE (Phili., PA) — Client Success Strategist

CLIENT SERVICES: MARKETING AUTOMATION & CONTENT | MAY 2021 - JULY 2022

- Foster trust-based client relationships through professional demeanor, consistent communication, and effective project mgmt.
- Track & manage client content projects in collaboration with an international team of delivery specialists while guiding client strategy for targeting & engaging audiences.
- Draft & present client contracts, proposals & sales presentations and provide documentation, revisions for finalization, and content team delivery processes for training & billing consistency.

Beutler Ink | REMOTE (D.C.) — Specialist + WikiWatch Concierge

CLIENT SERVICES: WIKIPEDIA & MEDIA MONITORING | FEB 2019 - MAY 2021

- **Social Media Specialist:** Manage multiple client accounts on social media, propose & implement paid ad campaigns with data analysis reports, and fulfill organic community mgmt. to maintain brands
- **Wikipedia Specialist:** Advise & draft client brand strategies for engaging

WILL RELOCATE

2800 E Ft Worth St

Broken Arrow, OK 74014

(940) 367-7593

lerin.madole@gmail.com

SOFT SKILLS

Attention to Detail

Communications

-Oral

-Written

-Presentation

Cross-Functional
Collaboration

C-Suite Support

Client Relationships

Industry Experience

Interpersonal

Coordination

Remote Working

TECHNICAL SKILLS

B2B & B2C Content

Budget Planning

Calendaring & Email

Cloud File Sharing

Content Development

-Copy

-Graphics

-Video

Data Analysis &
Reporting

Drafting & Editing

-Policies

-Contracts

-Process Documentation

-Brand Messaging

Marketing Strategy

Research & Sourcing

Sales Enablement

Scheduling & Itineraries

Travel & Tradeshow

Systems & Organization

Web Development & SEO

Wikipedia's community of volunteer editors to guide best practices for research, sourcing, and brand mgmt. while respecting rules & regulations.

- **WikiWatch Concierge:** Provide software demos & client retention activities, and advise on user experience for product updates.

Whistler Outdoor | Tulsa, OK — Marketing Services Coordinator

ADVERTISING: OUT-OF-HOME MEDIA + CLIENT SERVICES | AUG 2018 - DEC 2018

- Add resources to a small team transitioning from a singular product offering to a more robust menu of client services & marketing strategy
- Provide multi-media marketing content & strategic consultation for existing & new clients to complement outdoor & digital ad campaigns.
- Draft a proposal for social media services, a new sales offering while building a 6-month organic social media strategy for the parent brand.

OSECO | Broken Arrow, OK — Marketing Communications

MANUFACTURING: INDUSTRIAL SAFETY PRODUCTS | APR 2014 - JUNE 2017

- Support the VP of Marketing & executive board with in-house brand mgmt. & B2B lead generation & scoring metrics; manage parent brand PR, campaigns, promotional budget, tradeshow scheduling & digital strategy.
- Develop sales enablement tools in collaboration with Marketing Directors across 3 unique industry segments & product applications
- Apply LEAN manufacturing principles to daily systems for marketing automation, process documentation, and budget efficiencies.
- Technical Sales (*dual role*): accurate manufacturing order entry, inbound customer service & lead tracking

EDUCATION

University of Texas | Austin, TX — Bachelor's of Liberal Arts

UNDERGRADUATE STUDIES | AUGUST 2007 - MAY 2011

I earned my undergrad degree in the College of Liberal Arts as an English major & Art History minor. The outcome was an analytical, well-rounded skill set in oral & written communications applied across myriad industry contexts.

Everyone Yoga School | Tulsa, OK — 200-RYT Yoga Instructor

YOGA & MEDITATION | AUGUST 2018 - MAY 2019

After leading OSECO's wellness committee from 2014 - 2017, I was certified as a 200-RYT yoga instructor in 2019 (registered with Yoga Alliance & insured). This boosted my already-strong public speaking and presentation skills, and I have since provided yoga tools & resources for remote corporate teammates (specifically, at Beutler Ink & DemandLab).

Sundara Yoga Therapy | Sand Springs, OK — TIYT-II Yoga Instr.

YOGA & MEDITATION | AUGUST 2022 - OCTOBER 2022

This training amplified my soft skills and now brings special attentiveness to my communications through selective language choice and interpersonal tactics with teams & clients.

PROGRAMS

Adobe Creative Suite (working knowledge)

- InDesign
- PhotoShop
- PremierPro

Ads + Social Media

- Canva (design)
- Facebook
- Instagram
- LinkedIn
- Google Adwords/Ads
- YouTube Channels

Google for Business

- Gmail & Cal
- Gchat & Meets
- Gdrive & Docs
- Sheets & Slides

Lucidchart

Microsoft Office

- 365 & SharePoint
- Excel
- Outlook
- PowerPoint
- Word

Proj. Mgmt.

- Airtable & Asana
- Monday.com
- Teamwork

Slack

Video Conferencing

- Go2Meeting
- Zoom
- Microsoft Teams
- Google Meets

Web Development

- Squarespace
- Wix

Wikipedia

EXTRAS

CPR/AED/First Aid Cert.

DiSC Personalities Train.

DEI+Belonging Advocacy

PM101 Training

Team Event Planning

Wellness Committee

- Corporate Garden
- Health Food Offerings
- Walking Group