

# Madison Manczko

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## Skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator) | HTML 5 | SEO Best Practices | WordPress | Canva | Social Media Management | Copy Editing | AP Style | Editorial Writing | Research & Reporting | Google Analytics | Email Marketing (Mailchimp, ActiveCampaign) |

## Experience

### Editorial Intern

**Ateema Media & Marketing** | Chicago, IL | July 2024 – Present

- Helped develop comprehensive SEO documentation to guide current and future staff on optimizing website content
- Manage all aspects of our weekly newsletter, including design, content creation, and reader engagement to maximize open rates
- Helped spearhead the transition to Axios-style content on the website, ensuring a consistent, reader-friendly experience to promote Chicago businesses and tourism
- Manage Concierge Preferred's backend on WordPress, including writing content and leveraging Yoast & Google Trends to optimize each article for search engines

### Writer

**XOXO Fashion Magazine (Formerly Fashion 360 Magazine)** | New York, NY | August 2023 – March 2024

- Wrote over 50 published evergreen articles, commerce pieces, and press releases for fashion, celebrity, wellness, and beauty topics
- Created multimedia content under tight deadlines and covered events in the art, fashion, design, and culinary spheres, including New York Fashion Week
- Conducted interviews with experts and designers regularly to produce informative and fun articles

### Digital Communications Intern

**The Village of Mount Prospect** | Mount Prospect, IL | May 2023 – August 2023

- Made a new social media calendar from scratch to better organize the Village's Instagram, Twitter, LinkedIn, and Facebook accounts and tracked analytics on said accounts
- Filmed reels, created graphics, and wrote social media copy daily across Instagram, Twitter, and Facebook

- Produced weekly newsletters and press releases to inform residents of important events around town

### **Student Experience Communications Intern**

**Syracuse University** | Syracuse, NY | October 2022 – May 2023 | January 2024 – April 2024

- Created a marketing strategy for campus sobriety program to increase student participation
- Wrote quizzes and stories biweekly for campus-affiliated blog The Peel to promote student wellness
- Collaborated with different campus departments to produce multimedia news stories on the SU News website

### **Education**

**Syracuse University, S.I. Newhouse School of Public Communications** | August 2020 – May 2024

- Bachelor of Science in Magazine, News and Digital Journalism
- English and Textual Studies Minor
- Cumulative GPA: 3.7

### **Awards**

**AEJMC Best of Digital for Website** | June 2023

**Latin Honors** | March 2023

### **Activities**

#### **University Girl Magazine**

- Acted as Feel-Good Editor to produce monthly stories and copy-edit other writers' stories for the magazine's wellness vertical

#### **Fetch Magazine**

- Helped develop the voice and style of the magazine from the ground up by creating monthly beauty and fashion pieces

