

Madison Freeman

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ADAPTIVE | HARD WORKING | PASSIONATE

EXPERIENCE

Contributing Writer

Prevention | 03/23 - Present

- Deliver well-reported, responsibly sourced and SEO-driven articles on health and wellness topics including disability and chronic illness for the magazine with more than 2.8 million monthly subscribers.
- Pitch additional features for the digital platform to seamlessly tie into the editorial calendar.

Lifestyle Writer

Byrdie | 11/22 - Present

- Craft and edit creative and informative lifestyle related content like product guides to fit the brands voice and drive traffic using SEO best practices.
- Conducted 3+ expert interviews per article by phone and email to be featured in lifestyle related pieces.
- Assist senior editor with reviewing and proofreading weekly content.
- Researched products to add to listicles and utilized internal linking for higher Google ranking.

Contributing Writer

Clean plates | 08/22 - Present

- Pitch and write long-form feature articles crossing food and health/wellness for the digital audience.
- Identify and report on health and wellness trends, generate original story ideas and connect with an extensive Rolodex of doctors, nutritionists and more.

Ghostwriter

Verywell Fit | 02/22 - Present

- Research and write health related content for the digital website with more than 3.8 million monthly views.
- Compiled a comprehensive list of expert publications and case studies on health and fitness related topics to support the writing process.

PR & Social Media Coordinator

American Society of Plastic Surgeons | 07/21 - Present

- Edit 5+ articles weekly from staff and freelancers.
- Research and write one article per week on a variety of subjects from medical tourism to misconceptions in plastic surgery.
- Implement marketing and design strategies that led to 38% total growth on Instagram in the first year and a half.
- Construct and manage 30+ social media posts for Facebook, Instagram, LinkedIn and Twitter per week.
- Liaison between our surgeons and the media to get them quoted in media outlets including *Bloomberg*, *Instyle*, *New York Times* and more.

Fitness Writer

Radical Strength | 2/21-8/21

- Craft and edit creative and informative health and fitness related content to fit the brands voice and drive traffic using SEO best practices.
- Radicalstrength.ca

Restaurant Writer

Dine-It-4ward | 06/20 - Present

- Research, write and edit 5+ food feature stories for the publication via the online blog.
- Compiled a comprehensive list of restaurants and brands to work with and write features on.
- Proofread and edit articles to create grammatically flawless content.
- Collaborated with the editorial team to update existing articles to be more SEO friendly.

Social Media Manager

Chicago 20 Something | 02/20 - 05/20

- Customized brand message to reach and capture target audience and drive engagement.
- Created high-impact messaging for all marketing and social media that led to 30% growth in Instagram follows in my first month.

Fashion and Beauty Editor

Chicago Scene | 08/19 - 10/19

- Acquired, developed and edited monthly features and articles for Chicago Scene.
- Pitched social media coverage to Chicago-based companies to be featured within the magazine.

Editorial Intern

Orange Coast Magazine | 05/19 - 08/19

- Researched and wrote feature stories for the publication via the magazine and online blog.
- Assisted with photo shoots.
- Reported to editors and participated in editorial meetings.
- Contacted sources and PR representatives to fact check articles.

EDUCATION

Loyola University Chicago

Bachelors of Arts, Multimedia Journalism - May 201

SKILLS

Content Writing | Editing | Proofreading | Social Media Management | Press Releases | Media Outreach | SEO Best Practices | Wix | WordPress | Squarespace | Hootsuite | Sprout Social | Google Drive