



MADLINE KLEIN

UX WRITER

CONTACT

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 [MADELINE-K-67B13991/](#)

EXPERIENCE

USER EXPERIENCE WRITER

HEALTHPARTNERS | MARCH 2021 - PRESENT

- Write copy for product flow, error messages, before/after email interactions, and SMS communications
- Craft long-form SEO-optimized blog content for larger organization
- Partnered with UX team to define user models and interfaces for new features and functionality

DIGITAL CONTENT PRODUCER | UX WRITER

SAY INSURANCE | DEC 2019 - MARCH 2021

- Planned, ideated, and created more than 200 SEO-optimized long-form and short-form blog content articles
- Manage Facebook, Twitter, LinkedIn, and Instagram accounts
- Increased overall following by over 450% across platforms including Facebook, Twitter, Instagram, and LinkedIn
- Design programmatic and video advertisements for various platforms like Google Display Network, Hulu, and YouTube
- Use analytics to optimize social media strategy and boost engagement
- Lead weekly meetings with paid partnership teams
- Test and iterate on copy through collaboration with UX Designers and research
- Wrote web content for a digital product including form content, UI microcopy, and instructional content

DIGITAL MARKETING COORDINATOR

NOVAK LEADERSHIP INSTITUTE | AUG 2021 - JUNE 2022

- Develop data-driven digital marketing strategy and create target audience profiles
- Build content calendar and create channel-specific content targeting key audiences
- Create brand ambassador program and establish community management strategy

SOCIAL MEDIA DIRECTOR

TIGER HOTEL | 2019 - 2020

- Implement a social media marketing strategy on Instagram
- Create social media strategy, plan and develop content
- Manage a budget for photography and social planning tools
- Maintain interaction with other local businesses

EDUCATION

MBA CANDIDATE

UNIVERSITY OF MISSOURI | 2022 - PRESENT

BACHELOR OF JOURNALISM, EMPHASIS IN STRATEGIC COMMUNICATION

UNIVERSITY OF MISSOURI | 2015 - 2019

GPA: 3.76

SKILLS

- Social media strategy
- Copywriting
- Web content development
- SEO and Google Analytics
- Digital marketing
- Microsoft Office
- Adobe Photoshop, Illustrator, and Indesign
- Communication with technical teams