photography

About page

* Who you are and what you’re doing
* How you got there
* Where you’re looking to go next

### What are you currently doing (in regard to your career) and how did you get there?

Madison Blackstone is a director of brand marketing, with experience managing global teams and multi-million-dollar campaigns. Her background in brand strategy, visual design, and account management inform her mindful but competitive approach.

**I am a Computer Engineering student, Residential Advisor, and Research Assistant at Virginia Tech. In my spare, I work as a Project Manager at Sk while also doing freelance photography and web development. My background in IT was developed in high school and I started Sk as a passion project to explore my love for creativity and art while also building professional skills for project management and entrepreneurship.**

### 

### In terms of the work you do, what aspects are you most passionate about and why?

Madison is fueled by her passion for understanding the nuances of cross-cultural advertising. She considers herself a ‘forever student,’ eager to both build on her academic foundations in psychology and sociology and stay in tune with the latest digital marketing strategies through continued coursework and professional development.

**I am driven to work hard because of my love for meeting and collaborating with people from around the world as well as learning new skills and gaining practical experience. I am also passionate about contributing to the advancement of technology through machine learning application discovery and opensource development.**

### 

### What do you consider some of your biggest professional and personal accomplishments?

**While living in New York in I took the initiative to start the company Sk. A passion project of mine that has allowed me to follow my interest in art and content creation while also developing leadership, business, and communication skills. This company has given me the chance to see a community of unique creators and passionate individuals grow and develop through mini-projects, collaborations, and community interaction.**

**I would also say that this website is a personal accomplishment for me. This is the first website I’ve programed complete from scratch using vanilla javascript, CSS, and HTML. I felt like I learned a lot from about front end development and project management and is a long term investment in myself because hopefully someone like you might just happen to come and like what they see.**

**You can find out more about my technical skills through my GitHub profile or message me for any inquires.**

### What are you looking for right now?

Madison is currently working as a freelance marketing director and is always interested in a challenge. Reach out to madisonblackstone@gmail.com to connect!

**I’m interested in gaining more creative and technical experience through opportunities such as mentorships, internships, and or collaborations. Feel free to contact me through my LinkedIn or at** [**sefunmi@vt.edu**](mailto:sefunmi@vt.edu)**! You can also find out more about my more technical projects at www.channel404.com.**

Try to keep your statement to less than 250 words.

Head shot

Sk Page

285 char count

* Business name: **Sk**
* Location: **NY**
* Legal structure (i.e., [sole proprietorship](https://www.thebalancesmb.com/sole-proprietorship-2947269), [LLC](https://www.thebalancesmb.com/limited-liability-company-llc-1794304), [S Corporation](https://www.thebalancesmb.com/c-corp-and-s-corp-397527), or [partnership](https://www.thebalancesmb.com/types-of-partners-in-a-business-partnership-398281)): **LLC**
* [Management team](https://www.thebalancesmb.com/management-section-of-business-plan-2947028): **Amy Aurther, Tristan stellenburg, Wazana, Sanikwa, Loa, and myself**
* Mission statement: **To create a community that celebrates self-expression and creativity, through the distribution and creation of content.**
* [Company history](https://www.thebalancesmb.com/writing-business-plan-company-history-1200837) (when it started and important milestones): **I started the company in April 2019, planned and organized a realize campaign that aired in Nov 2019, and assisted in other projects. You can find out more in the lower sections.**
* Description of products and services and how they meet the needs of the marketplace: **Sk provides its followers with artistic and relatable youth content while also creating a platform for creators to gain exposure and connect with other creators from countries such as the United States, United Kingdom, South Africa, and Spain.**
* [Target market](https://www.thebalancesmb.com/target-market-defined-1794389) (who will buy your product or services)
* **Our target market is youth with an interest in art fashion and music.**
* Competitive advantage (what sets you apart in the marketplace to allow you to succeed):
* **Our competitive advantage is that as new content is realse on the platform this leads to greater exposure and potential followers. This will lead to more creators joining the page allowing for more unique content.**
* Our niche target market
* Objectives and goals (plans for growth): **We plan to expand our platform to more social media applications such as YouTube and Spotify as developing a brand website for articles, media content like playlist and videos, and e-commerce.**

Stay Home Video Editing

Project background

After quarantine began Sk decide to create a promotion video on IGTV for the #stayHome movement. This promotion video would contain creators from South Africa and the United States sharing their hobbies and activities while at home as a suggestion of people can stay active indoors.

For this project, I was in charge of editing a shortened version of the video that was under 1 minute that could be shared as a post through Instagram.

The video I edited reach 283 profiles and was shared by 17 accounts. The main video was able to gain 345 views.

My Closet Director & editor

Project

Fashion and self-expression

Project background

Organized location, cast, and staff

Directed filing

Edited video

420 views 250 views

Account Poster - Graphic Design

Project background

Creators and admin account coasters collaboration.

Amount created

34

Design choices

Used content from my account

Op Event - organizer, photographer & editor

Project background

Official opening event to the Instagram page. Week-long promotion campaign

Ads to the page

Audio interviews april 2019

Photoshoot

2 photographers

Number models

Filming new york la and virginia

Promoter network group chat

Organized release plan

Total views 1340 views