

Madelynne Jones

Brand & Content Strategist

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Kansas City, MO
64110

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Portfolio: madelynnejones.com

Skills

I love a good story and a witty tagline. I craft brand identities that speak to the people behind the business, because business is personal. My job is to create purposeful content strategies that help people fall in love with a brand, whether that's the heart behind healthcare, the expanding brain of higher education, or the genius behind a scaling start-up or established businesses.

Creative writing, branding, creative direction, believing punctuation saves lives, SEO, email marketing, marketing strategy, website design and management, WordPress, Divi, Excel, Procreate, talking clients off the ledge, public relations.

Experience

Novella Brandhouse / Senior Content Strategist

JAN 2017 - PRESENT, KANSAS CITY, MO

Senior content Strategist specializing in content and brand strategy. I concept, create, and implement brand strategy through content strategy on social, print, websites, SEO, content planning, analysis, and marketing.

Madelynne Jones Creative / Artist

MAY 2015 - PRESENT, KANSAS CITY, MO

Abstract artist and illustrator exhibiting and selling commissioned artwork and illustrations locally and nationally.

Mostly Serious / Content Strategist

MAY 2016 - NOV 2016, SPRINGFIELD, MO

Contracted Content Strategist at a website development company. I worked on SEO strategy and implementation, marketing and content planning and analysis, and brand strategy.

Self-Employed / Freelance Journalist

FEB 2016 - MAY 2017, BOLIVAR, MO

Freelance journalist with the Bolivar Herald-Free Press. I wrote feature stories covering local news and human interest.

Currant Technology Group / Content Strategist

MAY 2015 - NOV 2015, FAYETTEVILLE, AR

Content Strategist at a tech consulting agency. I worked with clients to

develop agile project management workflows, content strategies, product development, and website development.

Education

University of Arkansas / B.A. Journalism/English, Marketing
AUG 2011 - MAY 2015

Studied journalism, data journalism, creative writing, and marketing. Online editor of the student-run newspaper The Arkansas Traveler. Set up their online journalism process and program. National Pacemaker Award finalist one year into online publication.

Awards

KCIABC Quills Awards - 2020 Flutter Habit, 2018 Growing Days, '18 Waldo Fall Fest

Gold SMCKC Awards - 2018/19 Faces of Brookside, '19 Brookside Sidewalk Sale, '18 Brookside Wine Walk, '17 Brookside Art Annual

Silver SMCKC Awards - 2019 Brookside St. Patrick's Day, 2018 Faces of Brookside, '17 Brookside Art Annual, Waldo Service Industry

2015 National Pacemaker Award Finalist for University of Arkansas Traveler Online Publication

Undefeated in the board game Dune

References

Joe Donohue, former co-founder of Mostly Serious, currently at InVision

Shawn Arni, Director of Communications & Marketing at Children's Mercy

Dave Berry, former publisher of Bolivar Herald-Free Press

*contact information available upon request