Madison Mercado

Marketing and Communications Professional, Boston, Massachusetts
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EDUCATION

Boston University, Boston, MA May 2024
Bachelor of Science in Journalism, Minor in International Relations

WORK EXPERIENCE

Finegold Alexander Architects, Boston, MA
Marketing and Communications Coordinator December 2024 - Present

- Drove marketing initiatives through the development of 100+ marketing materials across email, web, and social media platforms using Adobe InDesign, Photoshop, Illustrator, Later, Airtable, and Webflow to reinforce brand identity and align with SEO and digital marketing objectives.
- Constructed proposals and PowerPoints for 30+ architectural projects, coordinating content, branding, and layout to create polished submissions that strengthened strategic firm pursuits and supported business development goals.
- Designed and oversaw 10+ high-impact print collateral pieces for trade shows and conferences, increasing brand visibility and contributing to tangible growth in lead generation.
- Spearheaded and led production of the firm's inaugural podcast, What's the Scope? with Finegold Alexander Architects, using Adobe Audition to refine interviews with industry-leading architects, Premiere Pro to prepare video content, and Illustrator to support branded visuals for distribution on Spotify and YouTube.

Walker Sands, Boston, MA
Copywriter Intern July 2024 - October 2024

- Authored 100+ social media posts across LinkedIn, X, Facebook, and Instagram for 6+ B2B clients, including Amazon Business, Sophos, and Treasury Prime, tailoring copy to each brand's voice, audience, and campaign goals.
- Crafted compelling copy for 50+ marketing assets, including digital ads, mailers, and blogs, using Adobe Creative Suite, Figma, and CMS publishing tools to support brand messaging, SEO strategy, and customer engagement.

Boston University College of Communications Marketing and Communications Center, Boston, MA
Communications Specialist September 2022 - May 2024

- Produced 20+ feature stories and news articles for the Boston University College of Communication's website, amplifying key student and faculty accomplishments within the Boston University community.
- Collaborated cross-functionally on projects including web page updates, development of 25+ graphic design assets, and promotion of new initiatives, using Asana to coordinate workflows and Adobe InDesign, Photoshop, and Illustrator to create branded materials consistent with university standards.

GBH News, Boston, MA
Radio and News Correspondent Intern January 2023 - April 2023

- Composed 25+ daily newscasts and conducted weekly in-depth interviews for live broadcasting, aired on 89.7 FM Boston, delivering timely and engaging content for a diverse audience
- Researched 200+ long-form investigative stories and covered major Boston civic events, including Massachusetts Gaming Commission hearings, public protests, and other local developments.

The Boston Globe, Boston, MA
City Desk Correspondent Intern January 2022 - July 2022

- Published 150+ breaking news stories across the greater Boston area, covering crime, fires, and feature reporting while adhering to the AP Style Guide to deliver timely, high-quality daily coverage.
- Covered 20+ events and interviewed residents and stakeholders for stories on protests, transportation, housing, and local communities, highlighting housing affordability, transit access, and neighborhood development issues.

PROJECTS

Boston by Design Podcast January 2024 - May 2024

- Produced a three-part podcast on Boston's graphic design history featuring perspectives from industry experts, using Adobe Audition for audio editing, Premiere Pro for production, and Illustrator for supporting visuals.