

Madison Mercado

Copywriter and Communications Professional
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EDUCATION

Boston University

May 2024

Bachelor of Science in Journalism, Minor in International Relations

WORK EXPERIENCE

Copywriting Intern

July 2024 - October 2024

Walker Sands

- Wrote and edited weekly social posts published on LinkedIn, X, Facebook, and Instagram for 6+ B2B clients, such as Amazon Business, Sophos, and Treasury Prime, amassing to 100+ posts over three months
- Crafted compelling and comprehensive copy for digital ads, motion graphics, mailers, and agency blog posts, driving brand messaging and customer engagement

Communications Assistant

September 2022 - May 2024

BU College of Communication Marketing and Communication Center

- Drafted 20+ features and news stories for the COM website about student and faculty successes, highlighting key achievements in the Boston University community
- Collaborated cross-functionally on projects including updating and creating web pages, creating 25+ graphic design projects, and promoting new initiatives, to ensure alignment with university branding

Radio and News Intern

January 2023 - April 2023

GBH News

- Composed and researched 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
- Contributed research for long-term investigative stories and covered significant local events, including the Massachusetts Gaming Commission, protests, and other Boston news

City Desk Co-op

January 2022 - July 2022

The Boston Globe

- Reported 150+ breaking news stories covering the greater Boston area, including crime, fires, and feature pieces, adhering to the AP stylebook to provide real-time updates and detailed daily coverage
 - Covered 20+ events and interviewed residents and stakeholders for stories on protests, transportation, housing, and local communities, highlighting critical local issues
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PROJECTS

Boston by Design Podcast

January 2024 - May 2024

- Produced, narrated, and edited a three-part podcast on Boston's graphic design history and industry using Adobe Audition for captivating storytelling and curated audio effects throughout
- Conducted 5+ interviews with students and industry professionals, gathering insights and perspectives while facilitating in-depth discussions to enhance podcast quality and ensure expert credibility

Don't Make Lies Personal Website

October 2023 - January 2024

- Designed and developed a portfolio website using HTML and CSS, demonstrating design capabilities through a visually appealing, responsive layout which aligns with personal brand identity
 - Integrated social media links, enabling visitors to connect and interact easily while showcasing proof of skills and journalistic accomplishments
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TECHNICAL SKILLS

Adobe Creative Suite, Illustrator, InDesign, Photoshop, Premiere Pro, Audition, After Effects, Powerpoint, Excel, Word, Google Workspace, AP Stylebook, WordPress CMS, Figma, HTML/CSS, SEO, Asana, R, Trello