

Madelaine Glaeser

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SUMMARY: Enthusiastic copywriter and marketer working five years in a cross-functional team from campaign concept through final production. Experienced in e-commerce, website, email, SEO, print, digital, television, social content, retail store POS, packaging. Self-starter who excels at diverse writing styles, and managing multiple projects in a fast-paced environment. Collaborates with marketing teams, product design, tech designers, photographers, art directors to create work that's strategic and on brand.

EXPERIENCE

COPYWRITER

Jostens | Bloomington, MN | July 2023 – Present

- Collaborate closely with cross-functional teams including art directors, marketing managers and product specialists, contributing innovative copy ideas and adapting messaging to align with each business unit.
- Effectively communicate the unique value propositions of Jostens class rings, graduation products and yearbooks for a cohesive customer experience and brand voice.
- Demonstrate exceptional attention to detail by meticulously proofreading and editing copy for accuracy and grammar.

COPYWRITER, MARKETING CONTENT ASSOCIATE

Coolibar Apparel | Minneapolis, MN | August 2019 - July 2023

Developed a fashion-forward voice for sun protective apparel brand. Voice encouraged consumers to be active and enjoy the outdoors without fear of sun damage. Responsible for brand voice across all lines of apparel – swim, activewear, travel clothing, everyday casualwear, accessories for women, men and children. Wrote any and all words that left the building.

- Concept and craft all copy for 4 catalogs, 400+ emails, 20+ campaigns, 6 collections and 2 television spots annually.
- Spearheaded and executed company's first integrated, omni-channel marketing strategy.
- Named 100 new products and 10 new fabrics across all product lines.
- Accountable for following brand guidelines, proofreading, and advising the organization on brand standards.

COPYWRITER

Mystic Lake Casino Hotel | Prior Lake, MN | March 2018 – March 2019

- Created advertising, direct, public relations, creative concepts for both Mystic Lake and Little Six Casino brands.
- Developed all copy and marketing communications content, maintaining brand voice and staying on-brand.
- Collaborated with cross-functional teams on large-scale projects, using consumer insights to devise campaign ideas.

COPYWRITER, FREELANCE

Sidewalk Dog Media | Minneapolis, MN | May 2019 – October 2022

- Developed and crafted ideas for online brand providing a guide to the best dog-friendly places, activities and events in Minneapolis, Chicago, Denver and Seattle.
- Wrote digital and social media copy, staying in brand voice and following brand guidelines.
- Tasked with leading and attending events as a representative of the company.

TECHNICAL WRITER, FREELANCE

KNOCK Inc. | Minneapolis, MN | July 2019 – August 2019

- Developed copy for digital product descriptions, produced copy in HTML and within brand guidelines and in HTML.

SKILLS

Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Hootsuite, SAP, time management, collaboration, multi-tasking, positive team player, interpersonal communication skills, problem-solving

EDUCATION

University of Minnesota Twin Cities | June 2017

Bachelor of Arts in Journalism - Strategic Communications, Major GPA 3.7 & School of Public Health - Public Health Minor