

Madison McClain

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| Profile | Brand strategist + creative director developing fun-focused storytelling for inclusive, collaborative brands. |
| Experience | <p>Co-Owner, Creative + Social Media Director, toyhaus studio — 2021-present</p> <ul style="list-style-type: none">• Art direction on all photography, including freelance product photography for Fossil brand• Content creation, shooting and editing videos for Instagram Reels and TikTok• Research, campaign strategy, social media calendar + feed planning, copywriting• Launched community engagement hashtag campaign #AToyADayMay <p>Social Media Manager, Orange Barrel Media — 2022-2023</p> <ul style="list-style-type: none">• Created and executed the company's first ever social media strategy from the ground-up• Creative direction and guidance with designers on creation of all social content• Fostered social media relationships with major artists and arts institutions nationwide• Champion of brand strategy, consistency, and voice <p>Social Media Specialist, Highlights for Children — 2015-2022</p> <ul style="list-style-type: none">• Developed organic social content strategy in Social Media Playbook• Daily copywriting, content scheduling, and proactive community engagement• Cross-functional communication across multiple teams for omnichannel user experience• Social crisis management and crisis communication plan• Member of the Engagement Team with a focus on Diversity, Equity, and Inclusion |
| Projects | <p><i>This is the thing they call life</i> Site-Specific Painting Orange Barrel Media — 2023 Collaborated with members across design, video, PR, and arts & communities teams to develop a social media strategy for the unveiling of a new large scale painting, <i>This is the thing they call life</i>, by artist Sarah Cain at the OBM HQ. This artwork, and the launch campaign, was awarded the CSCA "Creative Best" award for Best Environmental Design.</p> <p>Marketing Committee 934 Gallery — 2021-2024 Volunteering to develop social strategy, contribute to creative direction, and write promotional copy to market the nonprofit gallery's new monthly exhibitions, annual music festival, 934 Fest, and pop-ups at Seventh Son Brewery and the John Glenn International Airport (CMH).</p> <p>#AToyADayMay @toyhaus.studio — 2021-2024 Developed a campaign for the toy collecting community across Instagram to share their toy photos with prompts for each day, resulting in a 20% increase in followers and 51K+ potential hashtag impressions.</p> <p>Immigrant Family Statement Highlights for Children — 2019 To help refocus the politicized conversation back to the children at the heart of the situation, I contributed to writing a brand statement denouncing the separation of immigrant families at U.S. border. The statement garnered national news coverage, with 193 million potential media impressions, including CNN and The Washington Post, and over 4 million owned social impressions. For the duration of engagement, I managed tens of thousands of comments, posts, and messages from social community in response to statement.</p> |
| Volunteering | <p>Social Media Director, Marketing Committee 934 Gallery — 2021-2024</p> <p>Advisory Board of Directors Gateway Film Center — 2023-2024</p> |
| Education | The Ohio State University — 2012-2015 |
| Skills | Creative direction, strategy, marketing campaign planning, content development, project management, copywriting, crisis management, trend analysis, problem solving, mobile photo + photo editing |
| Tools | Asana, Trello, Workfront, Sprout Social, Social Studio, Facebooks Ads Manager + Facebook Creator Studio, Canva, Adobe Lightroom CC, Snapseed, CapCut, Planoly, Gleam |