



# MADLINE FOSTER

AMA Professional Certified Digital Marketer

[fostermad45@live.ca](mailto:fostermad45@live.ca)

450-613-2576

[@seosam2011](https://www.linkedin.com/in/seosam2011)

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**A FEW WORDS:** An accomplished writer and digital marketing expert, I have worked with various non-profits groups, small business owners and corporate executives to deliver large scale & multi faceted fundraising and marketing campaigns. For the past ten years I have owned and operated a freelance Marketing Consulting Company while working full time as a Digital Marketer. I believe that my extensive portfolio and creative mindset has provided me with the necessary skills to work with a highly diverse clientele. Flexible, resourceful and an excellent problem solver, I bring experience, knowledge and education to the table.



## WORK HISTORY

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2015/08 - Present

**Digital Marketing Manager**  
**TFONIA Industries**

- Created content to amplify brand's influence in relevant marketplaces using the buyer's journey model from HubSpot as a basis for goal setting and end user strategies.
- Tested Mobile Apps, Landing Pages and Websites for Usability, Marketing and SEO purposes. Conducted A/B Tests and analyzed data. Suggested improvements and outlined problem errors for further development.
- Created and scheduled content for websites based on targeted end user campaigns.
- Responsible for communicating with publisher platforms, Affiliate Marketers and partners to acquire digital sponsorships, advertisements and guest posting opportunities.
- Created Google Adwords and social media advertisements based on a variety of parameters including keywords, social demographics and geographical considerations.
- Responsible for developing a branding Implementation model or how to for running the department.
- Developed and designed websites and landing pages using a variety of digital tools and languages. WordPress, HTML, CSS.
- Mediated between client and developer to ensure brand's integrity, goals and promotional needs were being met.
- Developed clear navigation and informational design and determine workflow within product spaces.
- Developed new and updated existing end user documentation and material (i.e. FAQs, QRCs) and maintained documentation repositories.
- Drafted end user communications.

- Created and maintained end user facing product designs such as landing pages, newsletters, social media posts, emails, etc.
- Assisted in creation of multimedia training materials and marketing communications with a number of clients.
- Participate in evaluating UIs that are both functional and intuitive to create best end user experience using demographics such as age, location, cultural and financial models.
- Hired and supervised freelance workers from UpWork, Fiverr, FreeLancer and TextBroker.
- Responsible for developing social influencing and outreach social media campaigns. SumoMe, Commun-It, etc.

**Achievement :** Assisted Owner in Building Successful Mobile Application Start Ups. Doubled sales in a two year period and maintained a steady conversion rate of 35-50% for key products.

2009/02 - Present

**Consulting and Freelance Marketing**  
*SEOSocialMedia*

- Provided numerous consulting and free freelance marketing services including; SEO - Content Management - Digital Marketing - WordPress - Google Analytics (search console-adwords) - KeyWord Research - Landing (MiniSites) Page Creation - Article Creation - Editing - Social Media Marketing - Affiliate Marketing - Email Marketing - Web Content.
- Collaborated with a number of small business and nonprofits to jump start their social media and brand marketing strategies. This included providing content, development and blog integration including but not limited to: Cash Back Kaboom, Cyberchron Systems, and Dunne & Dusted.
- Developed complete business models and marketing campaigns. Goals, Conversion Rate Expectations, Buyer Targeting, Tracking and branding strategies.
- Provided End User and Client Documentation for daily implementation of proposed strategies.
- Created budgets and proposals and performed duties related to running a business.



## RELATED WORK

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FundRaising and Special Events Coordination

**Boys and Girls Clubs of Canada**

- Raise the Roof Administrative Campaign.
- Gazette Christmas Fund Campaign.
- Sun Youth Organization Corporate Donor Campaign.

\* 4.5 Million Dollars Raised

Corporate Public Relations & Communications

**The Gazette Newspaper**

- Drafted Corporate Communications and In House Publications.

- Responsible for Large Scale Corporate Contest Campaigns. Vacation of a lifetime contest received over 3 million mail in entries.
- Creation of Print Advertising and Corporate Promotional Materials; brochures, newsletters and classified advertisements.
- Special Promotional Event Coordination.
- Managed Gazette Lobby Boutique and Christmas Fund Campaign.



## EDUCATION

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A.E.C Formation Plus / Riverside Academy

Computer Networking

D.E.C Dawson College

Human Relations - Marketing and Public Relations

Secretarial Studies Diploma

VCCHS



## AWARDS AND CERTIFICATES

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Marketing Certification

Hubspot Academy

AMA Certified Professional Digital Manager

Lynda.com

Social Media Manager

Lynda.com

Hats Off to You Scholarship - Computing

Gouv. De Quebec



## SKILLS

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WordPress, HTML, CSS, PhotoShop, Financial DataBase, Excel, PowerPoint, Word, Email Marketing, Landing Page Creation, Digital Content Creation, Graphics and Web Design, SMM, SEO, Adwords, KPI, Campaign Strategies, Google Tagging, Affiliate Marketing, Branding, Research and Analysis, Campaign Tracking, Mobile Apps, Accounting and Corporate Documentation.

July, 2017

**Attention: Human Resources**

I am writing to apply for the position you have advertised for Digital Manager. Your company is a global leader and pioneer and I believe that this would be a mutually rewarding experience. My extensive career in corporate and nonprofit communications will no doubt prove to be invaluable for this position.

My belief is that being able to understand the needs of the end user means being able to understand how humans interact. Two decades of working with people and groups who have varied social and economic demographics has given me a unique insight that I think separates me from the other candidates.

Having volunteered and served as President on the Dawson Board of Directors I was able to develop a media campaign for the Center which helped increase its overall donations by 22 percent. During this time I also assisted in developing and implementing a financial donor management system. Eventually, I trained staff on the best practices (name coding, etc) to adopt when using the database.

You state in your job listing that you are looking for someone with strong writing skills and an attention to detail who thinks outside of the box. Throughout my entire career, I have prided myself on the fact that these are some of my core strengths along with perseverance and excellent problem solving skills. All of this, combined with a strong academic background, and employment history has prepared me to make a strong and immediate impact.

I look forward to the opportunity to join your team and I thank you for your time and consideration.

Sincerely,

Madeline Foster  
[fostermad45@live.ca](mailto:fostermad45@live.ca)  
450-613-2576