



alex  
madison

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## PROFILE

Writer with 10+ years agency and freelance copywriting experience. Versatile style and proven ability to drive results through cross-channel campaigns. Background in B2C, B2B, nonprofit and political advocacy spaces.

## EDUCATION

**Iowa Writers' Workshop, University of Iowa**, Iowa City, IA  
Master in Fine Arts, Fiction Writing | 2016

**University of Washington**, Seattle, WA  
Master in Teaching | B.A., English with Writing Emphasis

## FREELANCE COPYWRITING

**Converge Consulting**, Cedar Rapids, IA | 03/15 – Present  
Write web, email and blog copy for universities including Tulane and American University

**Anne Lewis Strategies**, Washington, D.C. | 02/14 – Present  
Write fundraising copy for nonprofit and political advocacy clients

**Piraeus Consulting**, Seattle, WA | 01/10 – 12/15  
Wrote web, blog, print and email copy for Piraeus Consulting and clients, including Microsoft and Microsoft partners

**Milliman, Inc.**, Seattle, WA | 05/08 – 05/14  
Interviewed employees and wrote features stories for quarterly internal newsletter

**BigOven.com**, Seattle, WA | 04/06 – 04/10  
Wrote SEO web copy and contributed to development of monthly email newsletter program

## AGENCY COPYWRITING

**Responsys** (now Oracle) Seattle, WA | 11/09 – 4/14  
Wrote for the Responsys marketing team and Responsys clients including Williams-Sonoma, Harley-Davidson and REI

**Smith-Harmon** (acquired by Responsys), Seattle, WA | 06/08 – 11/09  
Wrote cross-channel digital marketing copy for B2B, B2C and nonprofit clients including REI, Williams-Sonoma, Orbitz, Virgin America, General Mills, Costco.com, See's Candy, Holland America, Safeway, Make-A-Wish Foundation, DisneyShopping.com, Yahoo!, Verizon and Salesforce.com; contributed to industry whitepapers and blogs; trained new copywriters in email marketing best practices

## FICTION, ESSAY & OTHER NONFICTION

Fiction, essays, and features in publications including *Salon*, *The Rumpus*, *Bitch Media*, *Indiana Review*, *Bright* (A Medium Pop-Up), *Bustle*, and *Seattle City Arts Magazine*. Recipient of numerous fellowships and awards.