

MADISON CARTWRIGHT

PROGRAM MANAGER • MARKETING STRATEGIST

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About Me

With over 6 years of marketing experience, I'm known for my exceptional ability to blend critical thinking with creativity, ensuring my work perfectly balances strategic and imaginative solutions. My curiosity drives me to explore innovative approaches, while my strong communication skills are vital in bringing people together and articulating complex ideas with clarity. I've spearheaded diverse projects, from brand strategy to multimedia production, and nurtured high-performing teams achieving strategic goals, always emphasizing enjoyable client and team experiences.

Areas of Expertise

Professional Skills

Program Management • Integrated Campaigns • Budget and Resource Management • Vendor Management • Marketing Strategy • Content Strategy • Client/Account Management • Website Management

Technical Skills

Adobe Creative Suite • G-Suite • Microsoft Office • monday.com • Basecamp • Asana • Wrike • Smartsheet • Google Analytics

Relevant Professional Experience

Marketing Program Manager, Instacart, Remote

Apr 2023 - Current

- Responsible for defining and managing Instacart's corporate website program and creating effective and efficient processes, including leading RFP process and agency management, website strategy, design, and development projects from brief to launch, ensuring deliverables are on brand, on time, and on budget.
- Oversaw all creative programs for the B2B and Co-Marketing teams, working cross-functionally to see projects through from brief creation to launch and performance measurement.
- Partnered with Product and Channel Marketing teams to create and implement go-to-market strategies.

Freelance Marketing Manager & PM, Freelance, Portland, OR

Feb 2023 - Current

- Developed and implemented marketing strategies for GTM launches and campaigns to drive awareness, engagement, and conversion. Increased engagement by ~66%.
- united stakeholder groups and managed contractors and vendors to drive programs.
- Implemented program and operational workflows to drive efficiency; managed freelance writing and design team.

Associate Account Director, Liquid Agency, Portland, OR

Aug 2021 - Feb 2023

- Drove cross-functional teams to deliver meaningful brand experiences for both B2B and B2C companies, including brand strategy and design, integrated marketing campaign development, web design and development, and more.
- Oversaw financial planning and management of accounts, including defining and managing an annual budget of \$4M, including project/media allocations and resource utilization to maximize ROI.

- Led team of disciplined leads to drive workflow and identify opportunities for process improvement to increase efficiency and manage Account Supervisor.

Account Supervisor, Liquid Agency & CMD, Portland, OR

Oct 2019 - Jul 2021

- Built key client relationships to help grow accounts by leading initiatives, overseeing workflow, proposing new opportunities, and partnering on projects with discipline leads.
- Led creative, content management, and measurement projects on brands' web and social channels.
- Managed day-to-day client communications, including C-Suite members, to drive program success.

Program Manager, Liquid Agency, San Jose, CA

Jan 2018 - Oct 2019

- Coached team members on new processes and functional tools, rolling out tools such as Mavenlink, Asana, and Basecamp for budget and task tracking.
- Managed multiple strategic projects with numerous sub-projects or workstreams, over 35+ projects at once. Managed Project Coordinator and Jr. PMs.
- Established and maintained tight production timetables, project statuses, and quality standards to deliver project deliverables successfully on budget.

Education

• **B.S. in Marketing and Business Management**, University of Arizona, Tucson, AZ

Aug 2017

Certifications & Awards

- **Certifications:** [monday.com](https://www.monday.com) core certification | 2024
- **Awards:** 2015 Business Communication Case Competition Winner, Eller Academic Distinction Award