



Madison Caplinger

Content Creator

About Me

I am a small business owner and experienced marketing communications professional with a passion for branding and storytelling.

Career History

Owner, Chief Content Creator

Human Element Marketing | June 2020 to Present

- *Creates and manages content for client social media channels, blogs, websites, and email campaigns*

Content Writer

Eastern Kentucky University | 2018 to present

- *Co-authored University Language Guide*
- *Created high-performing digital ad messaging and web content*
- *Earned multiple Public Relations Society of America (PRSA) Thoroughbred Awards*

Skills & Competencies

Content Strategy



Social Media Marketing



Digital Copywriting



Branding



SEO Copywriting



Proofreading/Editing



Education

MA in Mass Communication,

University of Florida | 2022

- *Focus in Digital Strategy*
- *Coursework includes Digital Copywriting, Digital Reputation and Brand Management*

BBA in Marketing

Eastern Kentucky University | 2019

- *Graduated magna cum laude and as an Honors Scholar*

Work With Me

Mobile

(606) 315-5449

Mail

madison.caplinger@gmail.com

@humanelementmkt

humanelementmarketing.com