

**MADYSON NOGUCHI**

*creative portfolio*

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ABOUT ME

*Introduction*

INTRODUCTION, SKILLS, AND RESUME



# MINI Introduction

Hi, I'm Madyson Noguchi, but I go by Mady!

I'm a motivated individual interested in the field of business marketing, public relations, social media, and events.

- University of California, Los Angeles (UCLA)
  - MAJOR: Psychology and Labor Studies
  - GPA: 3.971
  - GRADUATION: March 2024
- HOMETOWN: Folsom, CA/San Diego, CA
- LOCATION: Los Angeles, CA

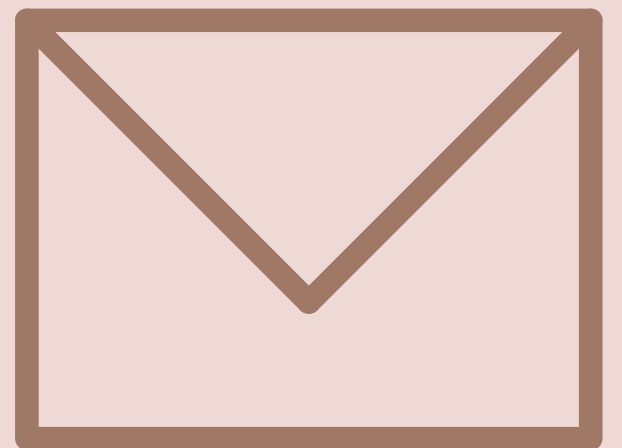
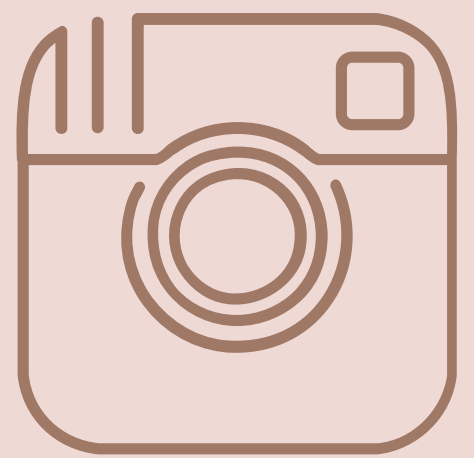
Nice to meet you!



# CONTACT Information

- EMAIL: Madysonnoguchi@gmail.com
- NUMBER: 916-458-2254
- SOCIAL MEDIA:
  - INSTAGRAM: @MadyNoguchi
  - LINKEDIN LINK
  - WEBSITE LINK

Please don't hesitate to reach out!





# MARKETING *Projects*

PROFESSIONAL BUSINESS EXPERIENCE

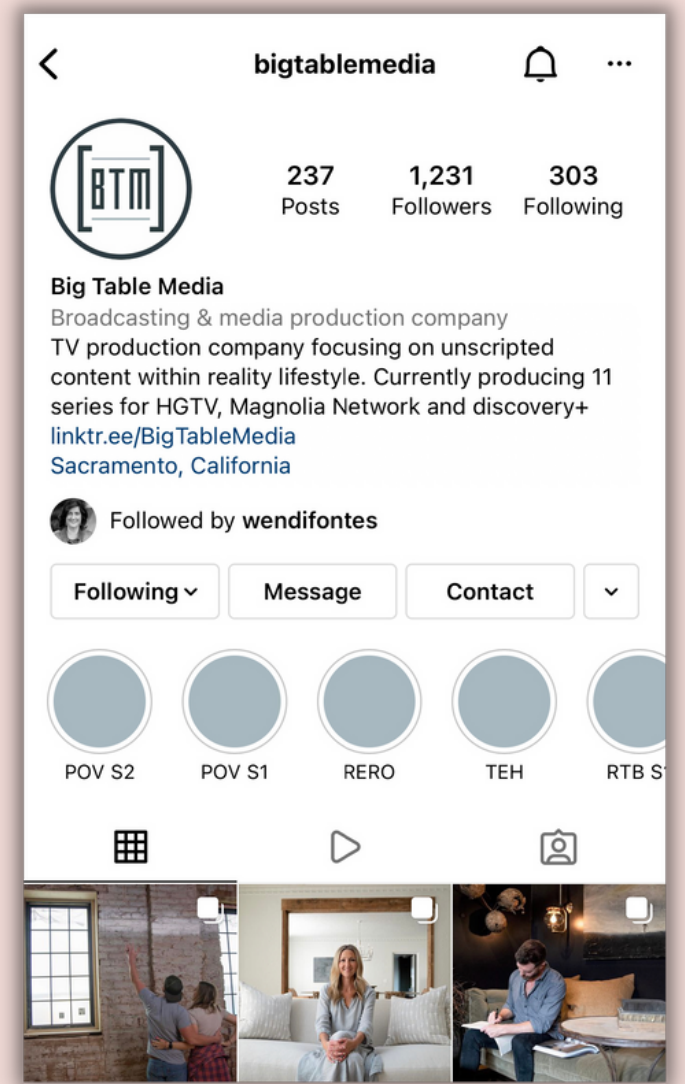
# BTM SOCIAL MEDIA

## Rebrand

GOAL: Consistent, engaging, and informative

Big Table Media had a small platform, but during my experience as their first-ever intern, I organically rebranded their social media. I focused on Instagram, Facebook, Twitter, and LinkedIn:

- Conducted competitor research
- Organized posts and developed content
- Worked with hgtv show talent and producers to produce content
- Managed analytics and impressions
- Create company awareness
- Utilized hashtags, trends, and SEO



## PAID Socials

Helped my supervisor create paid social campaigns from A-Z while interning for power digital media.

- Conducted competitor research
- Created AD copy
- Designed creatives
- Helped find influencers and ambassadors to represent brands
- Tracked success of ads
- Developed weekly and monthly data reports

## Brands Include:

PetFlow

Reebok

BOOT WORLD

KEEN

purely elizabeth.

VIONIC

Swann  
Security Made Smarter

REMEDY  
ORGANICS

GOOSEBERRY

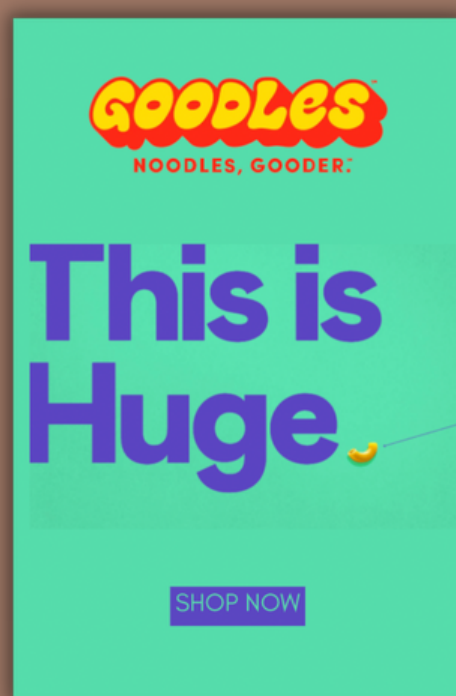


# CREATIVES FOR *Ads and Pinterest*

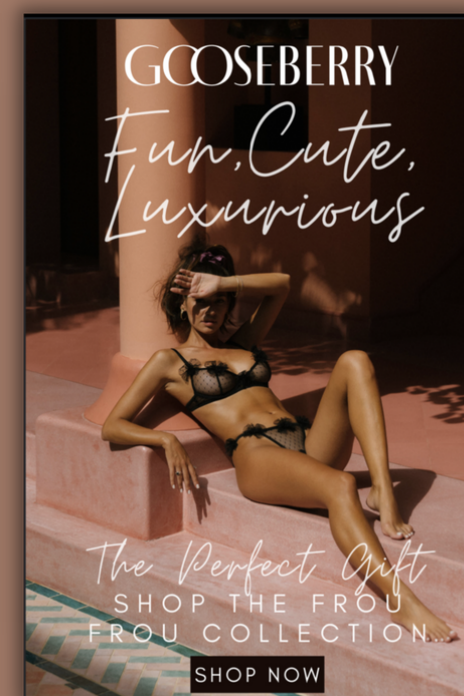
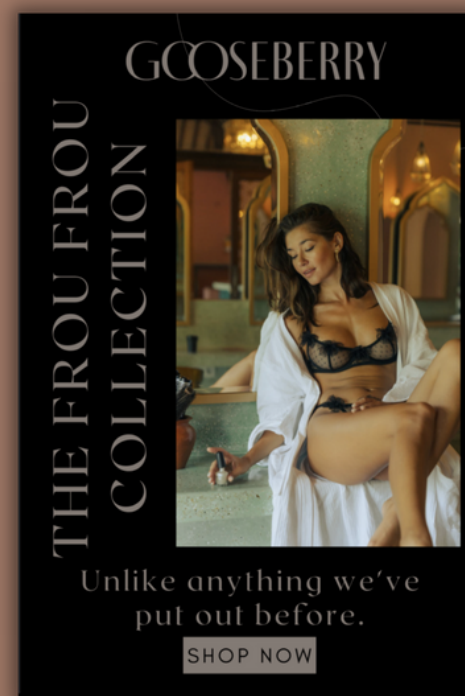
## LEONARD GROUP



## GOODLES

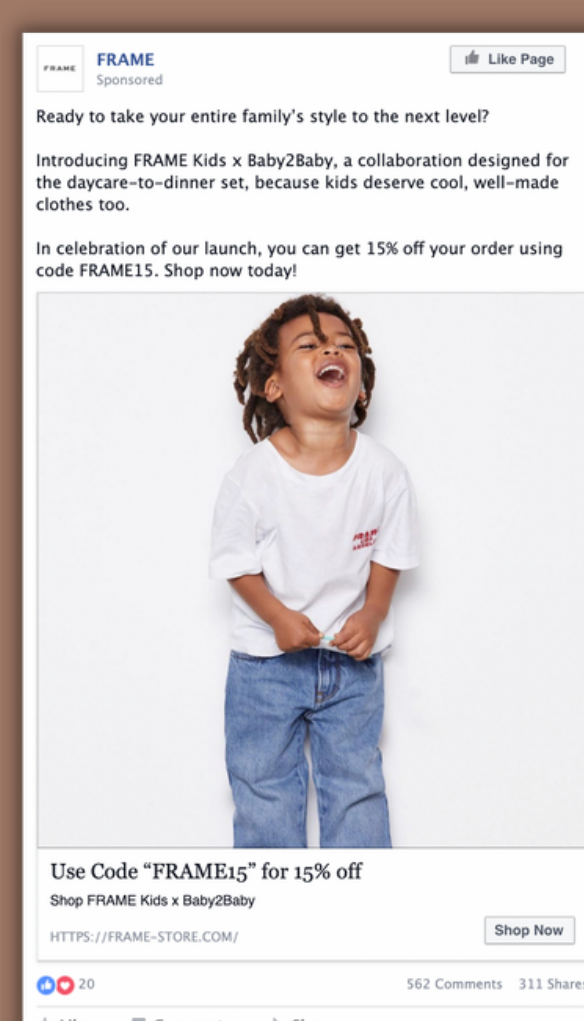
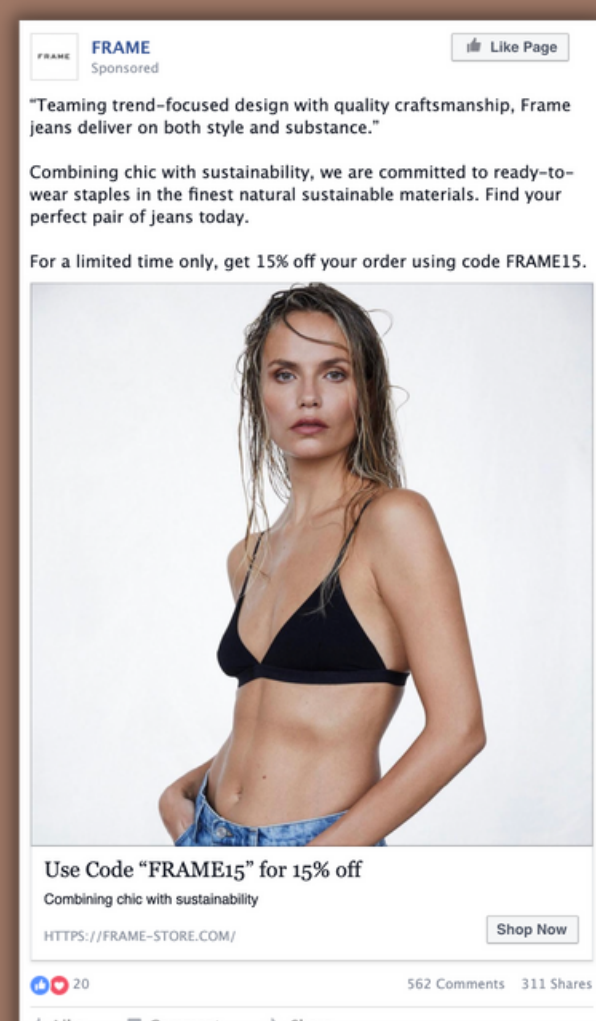
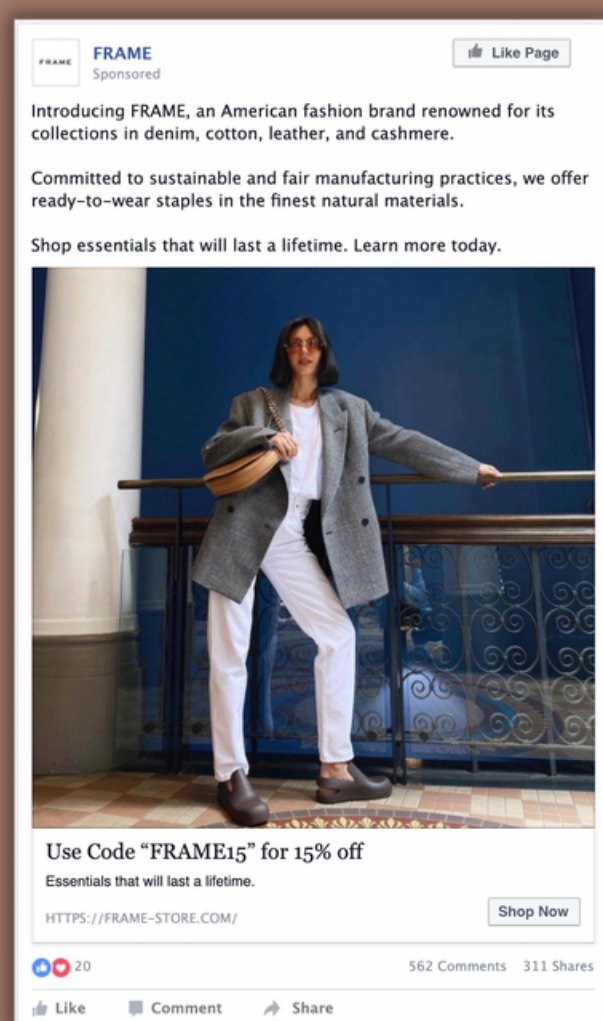


## GOOSEBERRY INTIMATES



# AD COPY *Examples*

I've created a wide range of ad copy from minimalistic, simple brands to spunky, upbeat brands.



I've written ad copy based on a tiered/funnel traffic approach that appeals to specific audiences. Examples i've written are shown on the left.

## COLD TRAFFIC

## WARM TRAFFIC

## HOT TRAFFIC

NOTE: These are just examples that I pulled from a final semester project. This ad copy was not used in a campaign.



# STAAX

## Digital Marketing Strategist

Performed as right-hand man to Marketing Manager and implemented digital marketing strategies for early stages of a start-up and product launches

- Rebranded content to be professional and sleek with a focus on Generation Z
- Conducted referral, influencer, and collaboration programs
- Gathered weekly data from social media channels to assess performance
- Conducted Marketing research and assisted with organic social training sessions
- Directed campaigns for app launch to drive brand awareness prior launch
- Presented strategic campaign proposals to the Marketing team and delegated responsibilities to the intern team

## CREATIVES FOR Staax



# NORDSTROM

## *Ambassador Internship*

Learned about the ins and outs of the industry and had behind-the-scenes access to projects and events:

- Gained insight into monthly business strategies, fundamentals of marketing ideas, buying, and visual merchandising
- Helped style clothing for Nordstrom's social media and had insider influence for the BP, Savvy, and Topshop department
- Learned about "World Class Service" from the reputable company's top leaders and speakers

# NORDSTROM

# MISC

## *Experience*

At Big Table Media, I learned a variety of tasks:

- **HUMAN RESOURCES:** Helped with employee onboarding (via TIM)
- **ACCOUNTING:** Assisted with payroll (via Media services), organizing receipts, and sorting invoices
- **DEVELOPMENT:** Updated on current trends within the entertainment industry through BTM's development team
- **LEGAL:** Strong understanding of legalities through managing notable documents and releases

Together, these different departments helped me gain a more holistic view of business.



# PERSONAL *Projects*

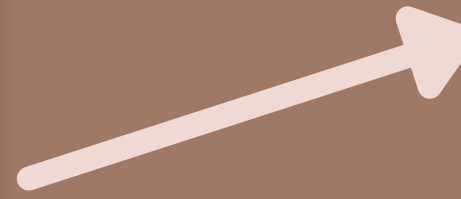
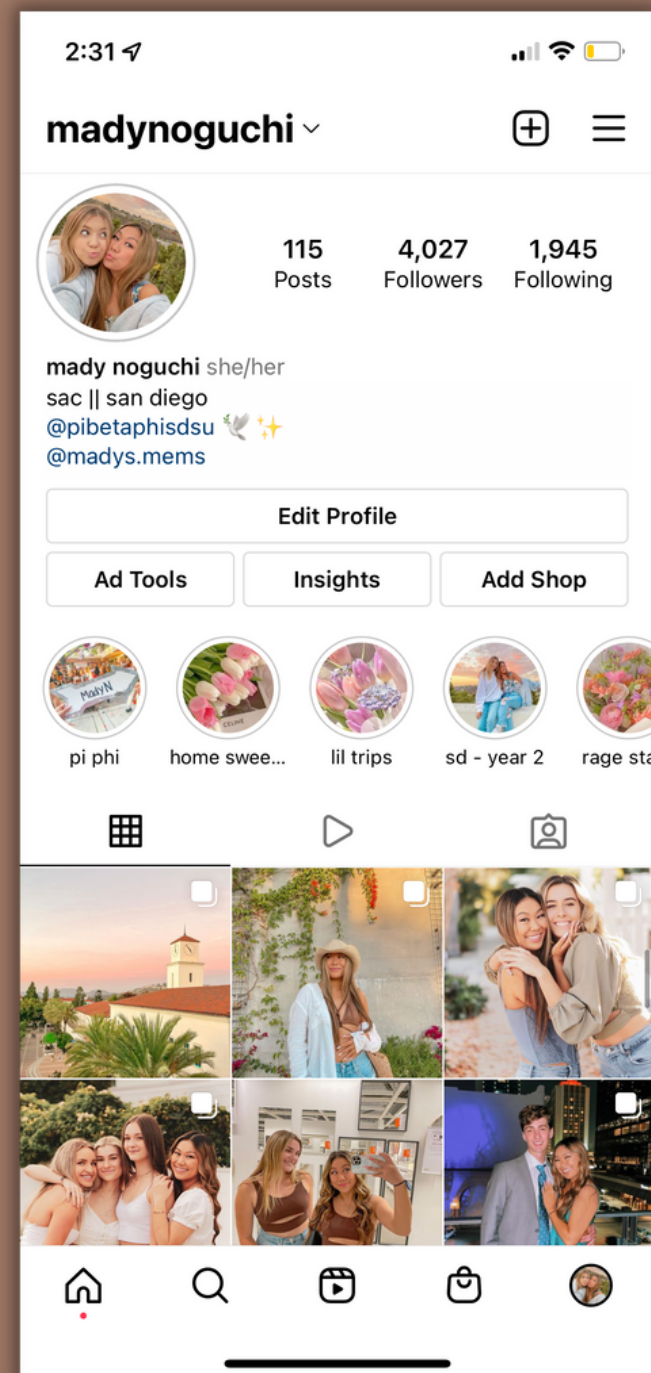
MORE INSIGHT INTO MY INTERESTS AND PASSIONS



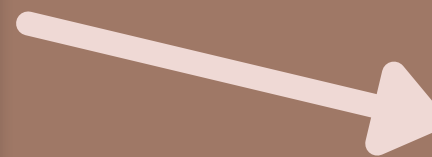
# AMBASSADOR AND AFFILIATE Programs

Engaged with notable brands in influencer and affiliate programs, while still having an authentic platform. My goal has always been to keep up with trends, develop a posting schedule, and stay consistent.

I've worked with brands including Dormify, Revolve, Drunk Elephant Skincare, Princess Polly, Parade, and Nordstrom.



IN-FEED POST FOR PRINCESS POLLY



IN-FEED POST FOR DORMIFY

# EVENT PLANNING: Mista Vista

Ever since I was involved in my high school's Student Government, I've had a passion for event planning. As my final project as Student Body President, I was the lead planner and host for Mista Vista, a pageant and talent show-like event for my community. The event reached a record-breaking audience with a crowd of over 1,100 individuals.

Tasks included: Vision > Action

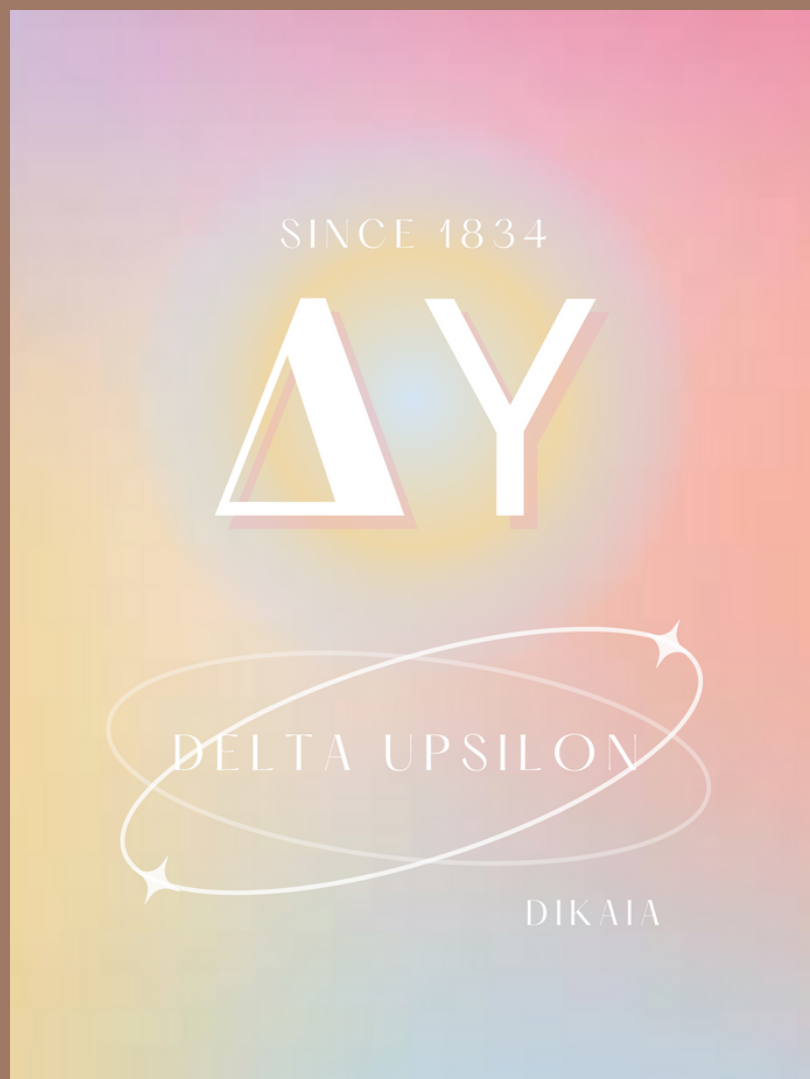
- Creating committees and delegating tasks
- Producing planning documents and call sheets
- Developing schedules
- Sorted facilities and rentals
- Organized budget
- Guided show training
- Managed event social media
- Oversaw event advertisements and decorations

[Link to event](#)



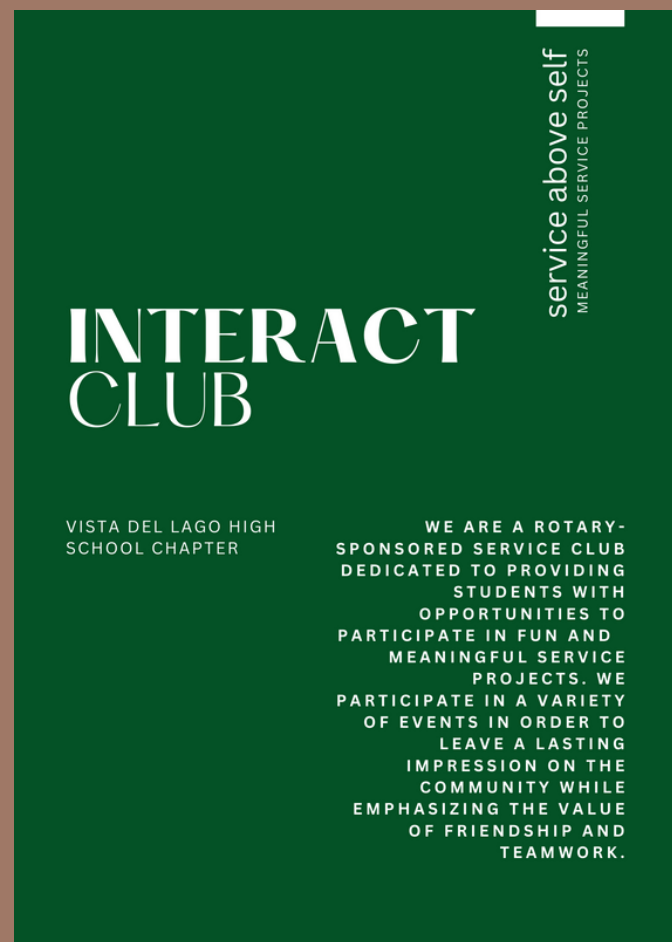
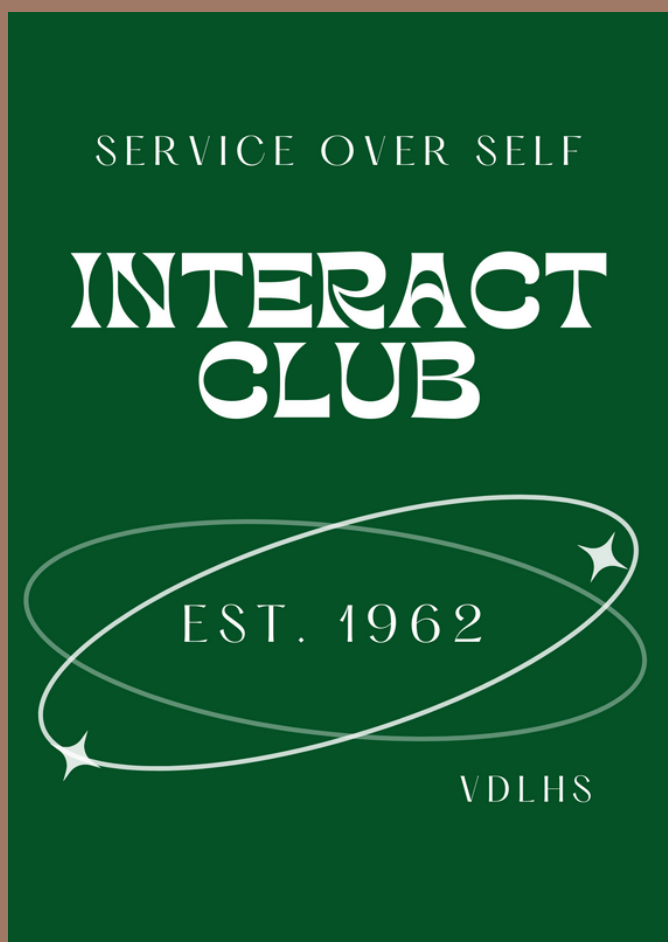


# CREATIVES FOR *My Community*





# CREATIVES FOR *My Community*



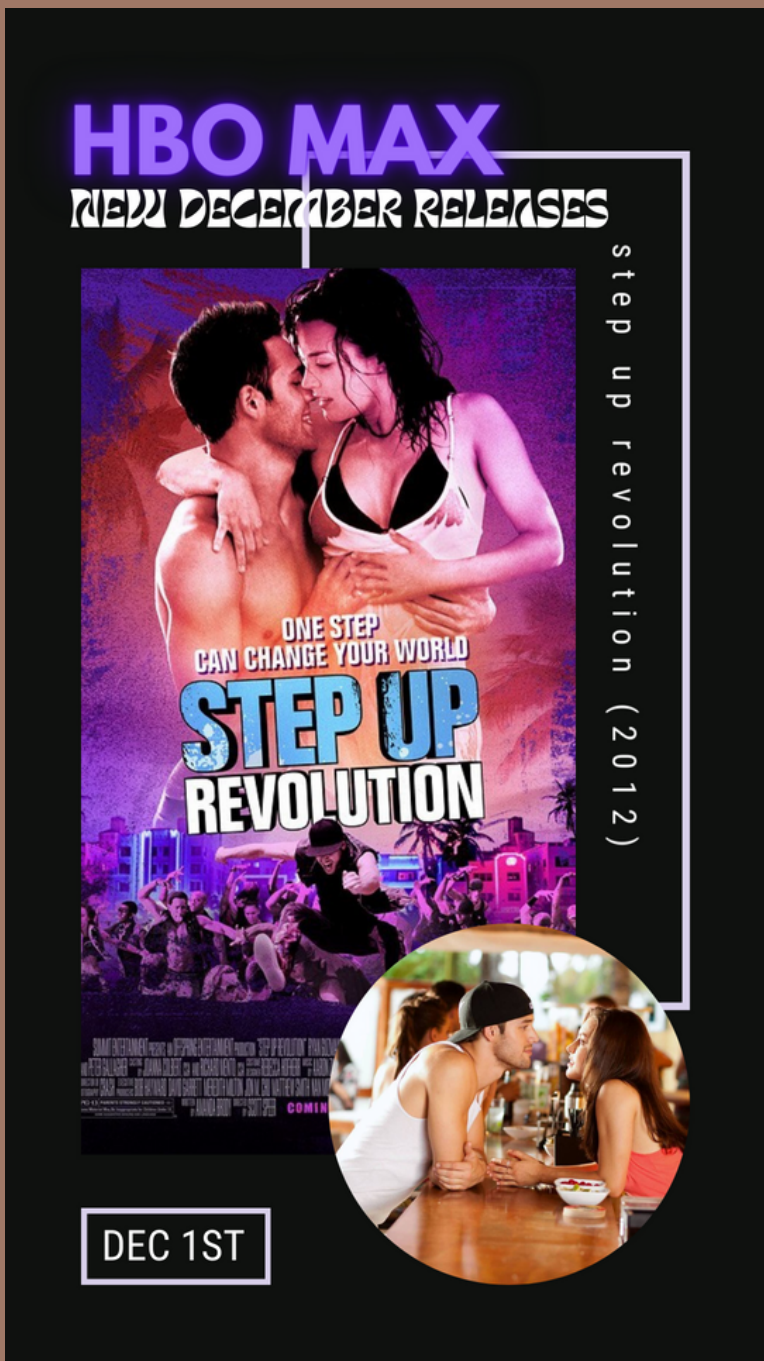
# ELECTION WAR CAMPAIGN *Video Editing*

- [Link to video](#)
- [Link to side-by-side](#)





# CREATIVES FOR *HBO Max*



# SOCIAL MEDIA POSTS FOR *My Friends*





# WRITING *Samples*



# POSTS FOR SDSU

## Admissions

