

MADISON HUIZINGA

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EDUCATION

University of Washington, Seattle - B.A. in Communication

COMMUNICATION, MEDIA, AND JOURNALISM EXPERIENCE

- Tivuiti, New York, NY
Senior Integrated Strategist in Streaming+ Jan 2024 - Present
 - Utilizing media expertise to plan streaming video, linear, & audio ad campaigns for clients' lower funnel growth.
 - Collaborating with streaming, TV, and podcast networks to build & optimize video and audio ad campaigns.
- Media Operations Specialist in Streaming+ Sep 2022 - Dec 2023
 - Managed the operations & strategy of over a dozen linear, OTT, and audio ad campaigns
- Cafe Hysteria, New York, NY Aug 2022 - Present
 - Creator of the blog [Cafe Hysteria](#) on Substack, amassing over 1000 subscribers and receiving recognition in the publication [Substack Reads](#).
 - Writing, formatting, and marketing weekly articles about cultural issues relating to women, movies, TV, music, and social media, referenced in [Dazed Digital](#), [CCCB Labs](#), and [El Pais](#).
- Dancewear Center, Kirkland & Renton, WA June 2021 - Sep 2022
DWC Blog Editor
 - Wrote, edited, and formatted over a hundred profile and editorial [blog posts](#) on the [DWC Blog](#), on topics pertaining to dance, including mental health, social justice, and artist spotlights to boost brand awareness.
- Curator, Seattle, WA June 2021 - Sep 2021
PR Intern
 - Wrote press releases and strategized event presence for Curator clients.
 - Drafted media lists and tracked print and radio news coverage in Meltwater.
- Her Campus UW, Seattle, WA Jan 2020 - June 2021
Contributing Writer
 - Wrote [articles](#) to engage with a women-centered audience on topics like feminism, racial equality, and media.
- Seattle Society Page, Seattle, WA June 2020 - Sep 2020
Journalism Intern
 - Wrote, edited, and formatted [journalistic articles](#) about local nonprofits to raise awareness on organizations overshadowed in mainstream news.

FREELANCE COPYWRITING

- Dance Jox, Madison, WI July 2022
 - Wrote and edited [blog posts](#) to increase customer product knowledge on dancewear.
- I Like You, You're Weird, Los Angeles, CA Jan 2022 - April 2022
 - Wrote web copy for NFT project [I Like You, You're Weird](#), including mission statement, staff bios, and select product & event descriptions.
- Terminal 27, Los Angeles, CA May 2021 - Aug 2021
 - Created [four editorial blog pieces](#) about the luxury brands Ottolinger, Rui, Wales Bonner, and Eat Nünchi for Terminal 27, a designer boutique in West Hollywood.

ADDITIONAL WORK EXPERIENCE

- Dancewear Center, Kirkland, WA Dec 2018 - June 2021
Retail Sales Associate
 - Conducted daily retail operations, including hands-on pointe shoe fittings, managing inventory, social media marketing, and sales.

AWARDS

- Nestle USA College Scholarship Recipient June 2019 - June 2022
- University of Washington 2019-2022 Annual Dean's List