



MADELINE ALVAREZ

832.421.5145

MADELINEPALVAREZ@GMAIL.COM

Hello,

My name is Madeline Alvarez and I am a bilingual (Spanish) professional with a 10+ year multifaceted career experience of leading businesses with strategic marketing and communication campaigns. As a strategist, my main focus is to develop and deliver multi-channel communication and digital marketing plans to reach diverse audiences.

My portfolio of work includes serving as a brand and event spokesperson, leading and managing external agency teams, executing crisis communications, building and amplifying company and personal brands, managing corporate reputation, developing and directing breakthrough public relations strategies and campaigns, creating compelling content and storytelling, measuring performance, and crafting messaging for influencers, executives, volunteers, and employees.

My experience working with companies like the American Heart Association, NBC Houston (KPRC), American Bureau of Shipping, and Midtown Houston have taught me to work under tight deadlines, be detail oriented, and bring forth the best results under the most restrictive situations.

I know I would make a wonderful asset to the team with my pragmatic skills, knowledge, and experience. I consider myself to be uniquely artistic yet structured by nature. Additionally, I engage with industry peers by sharing and exchanging best practices as the discipline of digital marketing grows and develops. I recently founded Bazile Creative, a digital marketing firm which focuses on serving small to medium organizations with a specific focus on BIPOC communities, women's health, and non-profits.



@MADELINEJPENA



@MADELINEJPENA



LINKEDIN.COM/IN/MADELINEJPENA/

**MadelinePAvarez@gmail.com**

**Houston, TX 77003**

**832.421.5145**

Madeline  
Alvarez

As a bilingual (Spanish) strategist, my main focus is to develop and deliver multi-channel communication and digital marketing plans to reach diverse audiences.

**EXPERIENCE:**

**Founder**

Bazile Creative, Digital Marketing Firm

October 2021 to Present

Bazile's mission is to strengthen brand reputation and increase recognition through digital marketing. Our strategy is built on collaboration, clear vision, and integrity. Our company is a minority woman-owned business dedicated to working with clients who share our core values. Founded in 2021, we serve small to medium organizations with a specific focus on BIPOC communities, women's health, and non-profits.

**Marketing & Communications Manager**

Midtown Management District

August 2018 to February 2022

- Responsible for maintaining brand strategies, brand guidelines, social media channels, and email campaigns.
- Managed digital marketing projects with a pre-allocated budget to positively impact urban economic development.
- Champion storytelling of Midtown Houston to highlight key projects to drive community engagement and attract developers.
- Responsible for developing and implementing a comprehensive and strategic communication plan in Spanish and English.
- Assisted in creating innovative, culturally diverse, and exceptional programs to promote tourism.
- Managed website content, digital assets, events calendar, and contact database.
- Staff lead for all social media accounts and acted as quality control for the brand.
- Responsible for coordinating logistics (agendas, board packets, notes, minutes, budgets, etc.) for Urban Planning, Marketing and Economic Development, and Service, and Maintenance Board Committees
- Staff lead for local response to COVID-19, producing timely and relevant internal and external messaging.
- Created a personality behind the brand by crafting relatable tone with quirky social captions.
- Built a video content strategy for Instagram, Youtube, Snapchat, and TikTok social to attract a new audience.

**Director of Communications, Youth Market (TX, WY, OK, ARK., NM, CO)**

American Heart Association (AHA), Houston, TX

October 2016 to April 2018

- Used digital marketing and media relation tactics to position the American Heart Association as the public's leading authority on cardiovascular health.
- Responsible for discovering, interviewing, and pitching inspiring stories of heart disease survivors.
- Supervised the design of marketing collateral such as brochures, newsletters, and social media graphics.
- Developed press strategies to pitch and place stories across several mediums in the SW region.
- Drafted talking points and prepped volunteers for TV appearances/media interviews.

**Marketing Coordinator/Manager (Americas Division)**

American Bureau of Shipping (ABS), Houston, TX

August 2013 to September 2016

- Implemented B2B strategic marketing plans for markets in the U.S., Latin America, & Canada
- Managed 20+ events for key stakeholders throughout the year.
- Identified strategic advertisement opportunities to build ABS visibility globally.
- Partnered with executive leadership to acquire international sponsors for galas and regional events.
- Reported event goals and analytics for pre-show, at-show and post-show data for executives.
- Analyzed audience data to build effective marketing campaigns for events, conferences, and summits.
- Streamlined marketing processes between headquarters, global divisions, and subsidiaries
- Facilitated the planning of trade show participation, liaised with organizers and contractors.

**Multi-Media Journalist/Associate Producer**

KPRC, Houston, TX

September 2010 to July 2013

- Generated story ideas, scheduled interviews, recorded, edited, and wrote stories for reporters and anchors with minimal supervision

-Wrote informative and compelling news stories as an Associate Producer for the evening newscasts

**Marketing Software Experience**

-Drafted articles for the web and social media pages via Hootsuite and Social News Desk

-CMS -Analytics

-Identified and prioritized stories to meet the demands of our target audience

-CRM -Media Business Suite

-Edited video content using Final Cut Pro

-Asana -Grass Valley NewsEdit/ Aurora Edit HD

-G-Suite -Email Marketing (Constant Contact and MailChimp)

-Sharepoint -Social Media Content Management (Sprinklr, Hootsuite, Loomly, Sprout Social etc.)