

Madeline Morton

Oakdale, MN 55128

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(715) 781-7724

Work Experience

Marketing Director

SKILLS

Halon Tax, Eden Prairie MN - Marketing Director

Organized to a fault

- Design and implement comprehensive marketing strategies to create Strong communication, awareness of Halon. motivation, team building
- Responsible for the development and management of national B2B and and leadership abilities B2C marketing programs, including strategic planning, KPIs, budget management, execution and ROI tracking. Trained public speaker
- Manage and monitor all marketing channels for business including (but Skilled and effective content not limited to) direct mail, email and digital marketing and social media.
- Helped to build, create and execute the foundations of the company from creator and writer culture, to policy, to office selection. Works well independently and
- Responsible for producing valuable content for Halon's online presence as part of a team and optimizing its web presence.
- Plan and execute campaigns for Halon's promotion: launching various Able to create & run reports product and service lines. Monitoring progress and updating leadership to and tell a story with the data performance.
- Supervise the department and provide guidance and feedback to other team members and other contractors.

Education

Physical Training

St Paul College - Saint Paul, MN

2011 to 2013