

JENNIFER MADRIGAL

SUMMARY

Multimedia content strategist and bilingual storyteller with 15+ years of experience producing high-impact digital campaigns for nationally recognized institutions, including Inc. 5000 and Fortune 500 organizations. Proven track record in creating, curating, and optimizing multimedia content—including video, copy, and promotional assets—across web, social, and streaming platforms. Adept at aligning creative storytelling with marketing strategies, audience engagement trends, and brand consistency. Proficient in Adobe Creative Suite, CMS tools, SEO, and cross-functional collaboration in high-performance environments.

CORE SKILLS

- Strategic Communication & Digital Strategy
- Team Leadership & Cross-Functional Collaboration
- Multimedia Production & Broadcast Coordination
- Social Media Growth & Community Engagement
- Data Interpretation & KPI-Driven Campaigns
- PR, Media Relations & Legal Communications
- Bilingual: English & Spanish

EXPERIENCE

MIAMI DADE COLLEGE – KENDALL CAMPUS

Communications & Multimedia Manager | Miami, FL | 04/2022 – Present

- Directed campus-wide digital campaigns, aligning promotional messaging with enrollment and institutional goals.
- Designed and optimized multimedia content (video, copy, graphics) for web, social, and internal platforms.
- Maintained the content calendar and supervised production schedules for key initiatives and launches.
- Collaborated with creative and academic teams to ensure cohesive brand storytelling.
- Ensured brand voice and cultural relevance across bilingual materials targeting a diverse student base.
- Led digital content and engagement strategy for MDC's collegiate gaming clubs and esports teams.
- Produced and scheduled native content on platforms including Discord, Instagram, Twitter, and YouTube.

- Built brand identity, student participation, and community involvement through strategic campaigns.
- Analyzed platform KPIs and campaign performance to refine creative direction and outreach.
- Coordinated with student leaders and tech partners to ensure event promotion and live coverage execution.

TELEMUNDO KTAZ, NBCUNIVERSAL (Fortune 500)

Multimedia Producer & Journalist | Phoenix, AZ | 08/2024 – 12/2024

- Produced and curated bilingual promotional and news content—including political, border, and breaking stories—tailored for digital, social, and OTT platforms.
- Developed compelling multimedia content (copy, metadata, video, images) optimized for Telemundo KTAZ's web and mobile audiences.
- Managed the station's homepage and news sections via WordPress, WildMoka, and Tagboard, enhancing visual storytelling with video, slideshows, and live streams.
- Oversaw the content calendar and executed publishing schedules for events and campaigns using SocialFlow and push alert tools.
- Collaborated with creative, editorial, and marketing teams across multiple markets to ensure consistent brand voice and strategic messaging.
- Tracked performance metrics using Google Analytics and platform insights, refining strategies based on audience behavior.
- Edited videos and graphics with Adobe Premiere Pro and Photoshop to ensure polished, high-performing promotional assets.

JUNIOR ORANGE BOWL

Digital Marketing & Social Media Strategist | Miami, FL | 08/2019 – 01/2022

- Orchestrated digital campaigns and social activations for a marquee youth sports organization.
- Developed end-to-end paid media and social strategies.
- Strengthened press relationships to elevate brand equity during major events.

MANOLIS PROJECTS GALLERY

Social Media Manager | Miami, FL | 12/2019 – 08/2020

- Executed launch strategies and digital PR for exhibitions.
- Oversaw content calendars and analytics to drive organic growth.
- Mentored junior staff on social media best practices.

FOCUSCLIPS

Online Content Producer | Remote | 03/2019 – 04/2020

- Produced video and visual assets tailored to brand narratives.
- Designed multimedia strategies, boosting web traffic.
- Conducted market analysis to sharpen competitive positioning.

SELECTED BRANDS & CLIENTS

Top-Tier/Inc. 5000 & Industry Leaders: Viacom, Univision, Fremantle Media, Plural Entertainment, Yahoo! Latino, Beesion Technologies (Inc. 5000), NBCUniversal (Fortune 500)

Creative & Boutique Agencies: Multivision Film & Video, Montoyal Studio, Imagery Creative, Paper Boutique, Shutterfly

EDUCATION & CERTIFICATIONS

MS – Digital Marketing & Communication Strategy (May 2025)

Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Certification – Digital Marketing Strategy (Dec 2024)

Miami Dade College

Bachelor of Arts – Visual Effects & Motion Graphics (2012)

Miami International University of Art & Design