

Madeline Loehr

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WORK EXPERIENCE

United Talent Agency

Brand Partnership Courier

Oct. 2025

Los Angeles, CA

- Supported the Brand Partnerships and NextGen teams by coordinating luxury-branded gifting for talent and influencers attending ZCON.
- Managed complex scheduling, delivery logistics, and communications across channels, demonstrating strong organizational and multitasking abilities.

Trozzolo Communications Group

Associate Copywriter

June 2024 – Sept. 2025

Kansas City, MO

- Partnered with creative directors, producers, and designers to develop story-driven campaigns for brands including McDonald's, Boulevard Brewing, and Ace Hardware.
- Conducted creative research and concept development, synthesizing insights into campaign strategies, pitch decks, and creative direction.
- Wrote and edited copy for scripts, digital, and print content, newsletters, and marketing collateral, maintaining brand voice and accuracy under tight timelines.
- Supported project organization and asset-management using MS PowerPoint, Word, and Excel; and Google Drive, Slides, and Docs.
- Served as the second-in-command proofreader, ensuring accurate information, grammar, and tone across internal and client materials.

Made in KC

Trivia Creator & Host

June 2024 — May 2025

Kansas City, KS

- Researched and developed originally entertainment-focused trivia content inspired by film, television, and pop culture.
- Managed event logistics and audience engagement, foster a creative and welcoming environment for all participants.
- Balanced creative planning with real-time adaptability to guarantee seamless execution.

Churchill Container

Contract Marketing Coordinator

March 2024 – June 2024

Kansas City, KS

- Assisted in the planning and execution of B2B marketing initiatives across sports, hospitality, and entertainment industries.
- Collaborated with sales, creative, and production teams to design promotional materials.
- Managed content calendars, strategy, and creative execution for LinkedIn, Facebook, and Instagram.

Camp Danbee

Director of Journalism

June 2023 – Aug. 2023

Peru, MA

- Directed the production of a weekly publication, overseeing editorial scheduling, story assignments, and visual layout.
- Transcribed and edited content, ensuring clarity, accuracy, and a cohesive narrative voice.
- Managed staff communication, event coordination, international and domestic travel logistics, and conflict resolution in a fast-paced, high-energy environment.
- Demonstrated leadership, adaptability, and team collaboration under ever-changing priorities.

National Student Advertising Competition (NSAC) Indeed

Copywriter

Aug. 2022 – June 2023

Columbia, MO

- Developed and presented a nationally recognized strategic campaign for Indeed, ranking in the top five among 150+ universities.
- Conducted brand and audience research, transforming findings into creative executions and executive-level presentations.
- Strengthened storytelling, presentation, and collaboration skills.

EDUCATION

University of Missouri

Bachelor of Journalism, Strategic Communication

May 2023

Columbia, MO

SKILLS

Creative Development: Research, concept ideation, script coverage, storytelling, note transcription, creative session

documentation.

Administrative: Scheduling, asset organization, meeting support, document management.

Communication & Writing: Copywriting, creative briefs, presentation materials, public speaking, proofreading, editing.

Technical: Microsoft Suite (PowerPoint, Word, Excel), Google Workspace, Adobe Creative Cloud (Illustrator, Premiere, Photoshop, InDesign)