

Madeline Loehr

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WORK EXPERIENCE

Tricoci Salon & Spa

June 2026 – Present

Contract Community Engagement & Influencer Outreach Specialist

Los Angeles, CA

- Serves as the primary point of contact for nano- and micro-influencers to coordinate and manage partnership deliverables from outreach through completion.
- Manages the official Reddit account, monitoring channels daily and responding proactively and accurately to all relevant inquiries and opportunities.

Fresh Tape Media

Feb. 2026 – June 2026

Contract Account Coordinator & Project Manager, Influencer Marketing

Los Angeles, CA

- Managed day-to-day account management, project coordination, and client communication across 10+ simultaneous creator campaigns for the Microsoft account, overseeing timelines, deliverables, and budget tracking from start to finish, prioritizing and multi-tasking to consistently meet deadlines.
- Created campaign-focused client presentation decks, even building the flagship presentation template for influencer information and analytics.
- Acted as a supporting member of the creative team, writing content for pitch decks, brainstorming campaign concepts, and contributing to influencer selection.

Trozzolo Communications Group

June 2024 – Sept. 2025

Associate Copywriter

Kansas City, MO

- Developed brand voice-driven copy across digital and print media for 10+ consumer-facing and B2B clients at a full-service agency, including McDonald's, Ace Hardware, and Boulevard Brewing.
- Wrote and edited original copy for commercial scripts, social media captions, banner ads, websites, billboards, paid media, event signage, and more.
- Served as the second-in-command proofreader for internal and client-facing materials, ensuring accurate information, grammar, and tone.
- Conducted cultural and audience research to turn insights into creative strategies.

SPECIAL PROJECTS

Word Tonic

December 2025 – Present

Copywriter

Los Angeles, CA

- Member of the Gen-Z copywriting community that helps current and aspiring writers find opportunities, perfect portfolios, and get inspired.

Camp Danbee

Summer 2021 & 2023

Journalism Director

Peru, MA

- Revamped the camp newspaper to appeal to the modern demographic (girls aged 6-16) by including quizzes, puzzles, and an overall brighter design, ultimately leading to higher program registration.

National Student Advertising Competition

August 2022 – June 2023

Copywriter

Columbia, MO

- Developed and presented a nationally ranked strategic campaign for Indeed, ranking in the top five among 150+ teams.
- Wrote compelling copy for print, digital, and stunt marketing activations; co-wrote the presentation script.

EDUCATION

University of Missouri

May 2023

Bachelor of Journalism – Strategic Communications

Columbia, MO

SKILLS

Copywriting & Editing | Creative Storytelling | Brainstorming | Project Management & Coordination | Pop Culture Partnerships & Influencer Marketing | Written & Verbal Communication | Cultural Trend Research | Creative Operations | Adobe Creative Cloud | Google Workspace | Microsoft Office | Asset Organization | Relationship Building