



**MADELEINE  
DAO**

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## EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

STAN RICHARDS SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

B.S. Advertising | May 2014 | GPA: 3.3

## RELEVANT EXPERIENCE

BELO + COMPANY

**Client Services Senior Account Manager** | July 2017 - Present

As a Senior Account Manager at Belo + Company, in charge of and responsible for the digital marketing services for numerous clients. Those marketing services include paid search, SEO, CRO, programmatic display advertising, content marketing, email marketing, video programs and reputation management. Work closely with internal teams, including operations and program management, to ensure that the defined marketing campaign is creating results for the client. Also responsible for client retention, revenue growth, and management of P&L performance by overseeing the allocations for all service lines.

ServiceMaster (Terminix, American Home Shield, Merry Maids)

CareNow Urgent Care, HCA Healthcare

PrimeLending

HomeZone Furniture

Arcis Golf

M-Files

VERTICAL NERVE, INC.

**Paid Search Senior Account Manager** | December 2015 - July 2017

**Search Engine Marketing & Optimization Specialist** | January 2015 - November 2015

**Intern** | October 2014 - December 2014

Opportunity to rise in the rankings from Intern, Specialist to Senior Account Manager. Responsible for managing online marketing campaigns including Paid Search (PPC) Advertising Campaigns for both Google AdWords and Bing Ads, Display and Retargeting Advertisement Campaigns. Also responsible for conducting Search Engine Optimization (SEO) strategy and execution.

MetroPCS

Dallas Morning News

Nobilis Health Corporation

CareNow Urgent Care, HCA Healthcare

CLOUD [8] SIXTEEN, INCORPORATED

**Search Engine Optimization (SEO) Intern** | January 2014 - May 2014

Assisted SEO professional, Nancy Tran, in analyzing data for legal and medical clientele and conducted quality assurance versus quality control (QAQC) analysis on client websites

ADVERTISING CAMPAIGNS COURSE TEAM MANAGER

**Team Manager** | January 2014 - May 2014

Chosen to be a team manager based on resume, cover letter and 2-minute video pitch. Led a team of five members to complete a marketing campaign book for Austin, Texas jewelry designer, Liz James

MEMORIAL HERMANN HEALTH SYSTEM

**Search Engine Optimization (SEO) & Graphic Design Intern** | May 2013 - August 2013

Learned how to utilize SEM/SEO tools and assisted the design department with any given projects ranging from community calendars to informational brochures for the hospitals.

## SKILLS

PPC/SEM

Google AdWords, Google Analytics, Bing Ads, Yahoo Gemini

SOCIAL

Facebook Ads, Twitter Ads, LinkedIn Ads

CREATIVE

Adobe Photoshop (10yrs), InDesign (10 yrs), Illustrator (6 yrs), Press Preparation

LANGUAGE

English, Spanish (Elementary Level), Chinese (Elementary Level)

BUSINESS

Microsoft Word, Excel, PowerPoint

SEO

BrightEdge, BrightLocal, MOZ, SemRush, MajesticSEO, LinkDex, ScreamingFrog, SpyFu

## SERVICE

TEXAS 4000 FOR CANCER (NON-PROFIT)

**2014 Rider & House Lead**

December 2012 - August 2014

SHAVE FOR A CURE (ST. BALDRICK'S)

**Shavee & Event Officer**

December 2011 - March 2012

## AWARDS

VERTICAL NERVE, INCORPORATED

Employee Spotlight, Nerd of the Month | July 2015

Awarded to one team member each month who embodies all six VNI Core Values;

Relentless, Dependable & Trustworthy, Professional, Problem Solvers, 100% Committed, Innovative