Lawrence Madar

Creative Marketer, passionate about brand strategy, digital marketing, and storytelling that resonates.

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• EXPERIENCE

Paladin Technologies, Los Angeles — *Marketing Associate (Contract)*

May 2026 - Present

• Manage content strategy and post media across core social channels, including Instagram and TikTok.

• Develop campaign concepts, promotional pushes, and creative assets to support product launches and key marketing moments.

• Establish and maintain brand voice, visual style guidelines, and messaging across digital channels.

• Drive community engagement and grow follower bases through proactive social listening and targeted content execution

SODEXO, Los Angeles — *Marketing Intern*

August 2024 - May 2026

• Captured and curated brand-specific long-form and static media for social media outlets, helping Instagram grow by ~33%

• Strengthened peer engagement to increase involvement and revenue opportunities

• Cultivated positive sentiment through strategic brand management

• Produced and executed events to enhance customer satisfaction and expand profit margins

• Launched Cano reusable containers as a salesperson

• Regularly interacted with students, providing information and fielding questions

Coursework

New World of Branding & Advertising

Co-created "DTF" (DownToFork) recipe app concept; managed Instagram content, commercial filming, live cooking class, and apparel sales, delivering a 102% profit margin.

Production Tools & Techniques

Designed complete UI/UX prototypes in Figma for a group-based fitness app and produced/starred in video commercials.

Full Funnel Marketing

Executed full-funnel strategy (email copy, visuals, branded blogs, e-commerce, and short-form video) across gaming, sports, and local fitness brands.

Creative Brand Management

Formulated strategy and creative assets to boost Gen Z sentiment toward the UN and scale UNA-USA youth memberships.

Education

Loyola Marymount University '26

Bachelor of Arts - Business Administration, **Marketing**

3.8 GPA

Skills

Software:

Claude, Perplexity, Gemini

Generative AI

Canva

Microsoft Office

CapCut

Figma

Davinci Resolve

Strategic:

Strategic Planning Process

4C's Situation Analysis

Qualitative Research

Insight generation

Target development / Consumer portrait

Positioning

Creative Brief Development and Briefing

Social Media:

Instagram/Facebook/Tiktok

Graphic Design

Copy

Previous Employment

Amazon — *Delivery Driver*

AMC — *Crew Member*

Target — Stock Associate

McDonald's — *Cashier*