

# MADISON (RODGERS) HOLLOWAY

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## PROFESSIONAL EXPERIENCE

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**SEO SPECIALIST & CONTENT STRATEGIST**  
LINDENWOOD UNIVERSITY

11/2024 – Present  
ST. CHARLES, MO

- Lead SEO strategy and content optimization initiatives supporting enrollment, brand awareness, and institutional visibility.
- Improved admissions search visibility, increasing organic clicks by 12.5% while improving average rankings from 12.4 to 4.9.
- Partner with academic departments, faculty, students, and alumni to create human-centered content and launch contributor programs that expanded institutional storytelling while improving search visibility and engagement.
- Partner with academic departments to expand and enhance program pages, improving content depth, user experience, and search performance.
- Led the development and implementation of a scalable tagging and taxonomy framework within Bynder (Asset Den).
- Implemented structured data, FAQ schema, internal linking strategies, and content architecture enhancements to improve search performance and AI-search readiness.
- Elected *Vice Chair* of Lindenwood University's *Staff Council*, collaborating with university leadership on campus-wide initiatives and representing staff interests across the institution.

**MARKETING & GRAPHIC DESIGN CONSULTANT**  
FREELANCE

8/2021 – Present  
REMOTE

- Provide SEO, branding, website optimization, and digital marketing consulting for small businesses and nonprofit organizations.
- Developed and executed a comprehensive SEO and website optimization strategy for Rockwell Beer Company, increasing monthly traffic by more than 25%, improving pageviews by 30%, and reducing bounce rate by 20% year-over-year.
- Directed branding and launch strategy for Bright Beginnings ABA Therapy, including logo development, visual identity standards, and go-to-market assets.
- Managed website enhancements, SEO implementation, UX improvements, and digital marketing initiatives across multiple client engagements while balancing strategic planning and execution.

**DIGITAL MARKETING SPECIALIST**  
BEANSTALK WEB SOLUTIONS

9/2023 – 8/2024  
WEBSTER GROVES, MO

- Managed digital marketing strategy for 40+ clients, executing SEO, paid media, email marketing, and lead generation campaigns across multiple industries.

- Increased sales by 30% across 30+ Zoom Room franchise locations within six months through integrated advertising, automation, and conversion-focused marketing initiatives.
- Improved lead-to-sale conversion rates by 20% through CRM automation, workflow development, and multi-channel nurture campaigns.
- Led cross-functional client discovery and website kickoff initiatives, translating business objectives into SEO-driven content and website strategies.

## MARKETING MANAGER

5/2022 – 8/2023

TCARE, INC.

ST. LOUIS, MO

- Led all marketing initiatives overseeing branding, website strategy, content development, and sales enablement efforts.
- Managed a team of three offshore marketing professionals while partnering with executive leadership to support product launches and organizational growth.
- Developed and launched a new Webflow website, increasing website traffic by 200% within three months through SEO and content optimization.
- Directed company-wide rebranding efforts, including brand redesign strategy, ADA-compliant website updates, and brand implementation across marketing and sales materials.
- Served as department lead for more than a year, managing project priorities, timelines, stakeholder communication, and cross-functional initiatives.

## EDUCATION

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**MASTER OF BUSINESS ADMINISTRATION** | LEADERSHIP EMPHASIS | LINDENWOOD UNIVERSITY | 4.0 GPA

**BACHELOR OF SCIENCE** | MARKETING, ADVERTISING & PROMOTION | MISSOURI STATE UNIVERSITY

## LEADERSHIP & COMMUNITY INVOLVEMENT

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**CO-FOUNDER, MARKETING CHAIR & SCHOLARSHIP COORDINATOR** | SWR MEMORIAL 2021 – PRESENT

- Lead community engagement efforts for a nonprofit organization honoring Stevan Rodgers' legacy.
- Increased social media following by more than 500% while supporting fundraising, scholarship promotion, community outreach, and annual giving initiatives.
- Coordinate scholarship application, review, and award processes for local students while supporting charitable programs and community impact efforts.

**COMPETITIVE EVENT JUDGE & MENTOR** | FBLA

2020 – PRESENT

- Judge district, state, and national business competitions for high school and collegiate students.
- Mentor aspiring business professionals and provide guidance on career development, leadership, marketing, and professional growth.

## SKILLS & TECH

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SEO Strategy, Content Strategy, AI Search Optimization, Google Analytics 4, Google Search Console, Semrush, Moz, ScreamingFrog, Squarespace, Webflow, WordPress, Figma, Digital Asset Management, Project Management