



MADELAINE BASE

A YOUTH CULTURE SPECIALIST

EXPERIENCE

Lindsey + Asp | January 2021 - December 2022

Research Director ← Creative ← Apprenticeship

- Oversaw and charted new positioning as a hub of premier youth culture research and information
- Aided in preparing the launch of a nationwide longitudinal study targeting thousands of Gen-Z individuals
- Served as the Account Executive for the Oklahoma Department of Mental Health and Substance Abuse Services account
- Account metrics showed an increase in overall volume in May 2023 compared to May 2022, showing that the 988 hotline answered 159,040 more contacts and decreased answering speed from 140 seconds to 35 seconds than the previous year
- Cultivated and guided peers developing new agency careers, primarily by coaching various account and research skills

DMi Partners | June - August 2022

Publisher Development Intern

- Evaluated various publisher websites to inquire into their connection to DMi and it's partnered brands such as Vince Camuto
- Investigated publishers that were or were not authorized for TM+ bidding and worked with programs like Rakuten and ShareASale
- Developed a cadence for updating and auditing influencers, publishers and coupon sites into the affiliate program

Oklahoma City Thunder | October 2021 - May 2022

Communications Associate

- Mapped out daily social media listenings that were analyzed and sent to multiple members of the team to aid in their understanding of the various going-on's of the NBA and sports industry
- Gained time management skills under increased pressure
- Assessed the G League and wrote detailed game press releases
- Composed grammatically correct transcriptions of various interviews and press conferences

Land Information Services | May - August 2021

Marketing Intern

- Worked primarily with Chief Revenue Officer (CRO) as well as CPO and CTO
- Attended executive meetings and took notes for CRO
- Composed and illustrated various graphics, including email newsletters and signatures via Adobe Creative Suite
- Developed their partnership program with local businesses that urged employees to support these establishments

EDUCATION

University of Oklahoma | 2019 - 2022

B.A. in Advertising

- Developed balanced analytical skills, including how to translate primary research results into carefully constructed insights with creative approaches
- Strengthened editing, writing, conceptualizing, design and presentation skills
- Studied positioning recommendations and defined brand strategy toolkits, including brand essence, audience personas, and brand narratives
- Generated screeners and questionnaires, organizing data collection, moderating, analyzing and interpreting data, developing reports and preparing strategic recommendations for internal and client presentations
- Proactively monitored and identified industry trends and news, including distilling this information down into a digestible format and sharing these insights
- Stimulated to push boundaries to give confident deliverables so brands can stand out in their category, not blend into them

SKILLS & EXPERTISE

Insight Development	<div><div></div></div>
Client Services	<div><div></div></div>
Admin Assistance	<div><div></div></div>
Written and Oral	<div><div></div></div>
Cultural Research	<div><div></div></div>

<div><div></div></div>	Detail Oriented
<div><div></div></div>	Microsoft 365
<div><div></div></div>	Strategic Thinker
<div><div></div></div>	Adobe Creative Suite
<div><div></div></div>	Survey Methodology

