

# Madelyn Weirich

COPYWRITER – WEB, SOCIAL, EDITORIAL

**Portfolio** | **979.574.1114** | [maddieweirich@gmail.com](mailto:maddieweirich@gmail.com) | **Denver, CO**

## Summary

---

As a copywriter with 5 years of experience, I combine creativity and data-driven strategy to write user-centric copy across websites, social media, and publications. I enjoy working in fast-paced environments with clients to refine everything from tone to functionality. My top skills include optimizing tone to engage diverse audiences, meeting tight turnarounds, and delivering impact that shows in real metrics.

## Experience

---

### SOCIAL MEDIA & UX-DRIVEN CAMPAIGNS:

- ***National Renewable Energy Laboratory, July 2024 – July 2025***

Expanded audience reach, engagement, and viewer retention among younger demographics while preserving the technical credibility of content by shifting strategy to incorporate more vertical video formats and lighter, trend-aware tone in social content. Collaborated with design and comms teams to align visuals, messaging, and user expectations.

- ***South by Southwest, 2024 Season***

Updated format, style, and posting cadence, resulting in tripled engagement (likes, shares, comments) compared to the festival's prior year. Delivered under tight deadlines and adjusted real-time based on feedback and performance data.

### EDITORIAL / USER-CENTERED CONTENT:

- ***The University Star, March 2021 – Aug 2022***

As News Editor / Staff Writer, managed a team of journalists to produce long-form and short-form articles, features, and news reports tailored for diverse readerships. Developed content that balances clarity, tone, and objective reporting. Interacted with community sources, structured content for readability, and refined pieces through multiple editing rounds.

- ***KTSW FM-89.9, Aug – Dec 2023***

Produced scripts, blog posts and summary copy to engage both listeners and readers, explaining complex local issues in accessible terms and adapting tone for audio + web audiences.

## Education

---

**B.S. in Journalism, Texas State University**

**May 2024**

Top Journalism Student 2024, Cum Laude

## Skills

---

Content Strategy & Planning | Project Management | User Research | UX | Editing & Proofreading  
Copywriting | Tone & Voice Adaptation | Team Collaboration | Deadline Driven | Continuous Learner