

Mona Madry

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QUALIFICATIONS

10+ years experience managing deadline-driven projects.
3 years of writing web and print copy.
Ability to identify and relate to target audiences.
Clear, working knowledge of punctuation and grammar.

EXPERIENCE

2006-present

Flight Attendant United Airlines, Inc. {San Francisco, CA}
Consistent delivery of efficient, courteous and timely customer service.
Lead flight attendant, responsible for in-flight and evacuation decisions.
Over 20 Orchid Letters from premium customers and colleagues.

2003-2006

Internet Copywriter Hot Topic, Inc. {City of Industry, CA}
Created new customer interest vehicles, increasing sales by 15-30%.
Developed style guide and procedure manuals for website and print copy.
Built strong relationships with collaborating teams.

2005

Freelance Marketing Consultant Lu & Associates {Torrance, CA}
Formulated and designed brochures.
Developed mission statements and tag lines for non-profit agency clients.

2002

Freelance Marketing Consultant and Copywriter Netflix, Inc. {Los Gatos, CA}
Launched college campus marketing campaign for increased brand recognition.
Wrote customer testimonials for Netflix.com.

2000-2001

Chaos Coordinator Musicbank {San Francisco, CA}
Managed content for intranet site.
Designed and coded intranet site in basic HTML.
Edited and proofread scripts for website quality assurance testing.

1997

Freelance Event Planner Kaiser Permanente Golden Gate {San Francisco, CA}
Planned grand opening event for RotaCare Free Clinic.
Coordinated media and press coverage.

1996-1999

Patient Care Coordinator Operation Access {San Francisco, CA}
Organized and wrote agency procedure manual for patient care.
Co-authored article quantifying the value of free medical care.
Rewrote all hospital care sheets to increase user-friendliness.

EDUCATION

1996

University of California {Berkeley, CA}
Bachelors of Art, Sociology