



# Madeline Blasberg

## EXPERIENCE

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### **Freelance Copywriter & Journalist**

March 2011 - Present

*Variety of publications and clients - MadelineBlasberg.com*

- Write journalistic articles focused on wine, travel, and culture in Mendoza, to be published internationally via Wine Republic Magazine, The Argentine Independent, Experience Mendoza, Wine Folly and more.
- Create compelling web copy for small businesses and publications including webpages, blog articles, social media channels, advertisements, sales campaigns and more - with the goal of positioning brands, increasing leads, fostering engagement and increasing sales
- Consult with clients to create strategic editorial calendars that integrate all online platforms, manage content production and publications on Wordpress sites
- Provide ghostwriting services, copy editing, and creative consultations to a variety of small business clients and marketing agencies

### **Director of Marketing & Communication**

February 2013 - October 2014

*Wine Language*

Mendoza, Argentina

- Editor and co-author of the Wine Language Textbook, Grammar Book, and Wine Tasting Journal
- Created strategic marketing campaigns for wine education courses and events, created bilingual sales copy and design
- Hired teaching staff, developed training program, and oversaw certifications
- Managed team of linguists, designers, and teachers to streamline processes in product development and delivery
- Designed and implemented monthly event series to teach and train wine industry professionals
- Produced graphic design, wrote bilingual copy, and managed company website on Wordpress.com

### **Writer, Marketing & Social Media Manager**

October 2012 - October 2014

*Uncorking Argentina*

Mendoza, Argentina

- Pitched, wrote, and edited articles covering wine and tourism for online magazine
- Wrote web copy for UncorkingArgentina.com and implemented SEO strategy as well as usability optimizations
- Managed daily social media outreach, monthly newsletters, and conducted analysis of reach and interaction
- Assessed and pursued opportunities for client retention, online marketing, and strategic partnerships with international wine tourism agencies

### **Communications Coordinator**

March 2013 - July 2013

*The Vines of Mendoza*

Mendoza, Argentina

- Wrote 2 weekly blog articles focused on wine, travel, and culture in Mendoza
- Contributed 2 weekly articles to be published on ExperienceMendoza.com, highlighting attractions and culture
- Copy edited ExperienceMendoza.com and implemented system to manage site updates and translations
- Created and managed daily social media postings

### **Marketing & Communications Coordinator**

November 2012 - April 2013

*Wineflite Argentina*

Mendoza, Argentina

- Created and produced marketing materials and sales copy for printed collateral, bilingual B2B and B2C assets
- Trained sales agents in marketing strategies and presentation, monitored the incorporation of new agents
- Performed analysis of sales figures and productivity, identified opportunities and implemented new sales strategies
- Oversaw in-country customer relations and coordinated with corporate offices in California

## EDUCATION

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- Wine Institute** Mendoza, Argentina  
*April 2013 - March 2014*
- Wine Consultant Specialized in Marketing and Communication
- La Enoteca Wine Institute** Mendoza, Argentina  
*October 2012 - March 2013*
- Fundamentals of Wine Pairings
  - Fundamentals of Wine Tasting, beginner and intermediate levels
- University of Missouri - Columbia** Columbia, Missouri  
*Graduated May 2012*
- Bachelor of Art in English, Creative non-fiction emphasis
  - Minors in Journalism and Spanish, multicultural certificate
- Universidad Nacional de Cuyo** Mendoza, Argentina  
*February 2011 - July 2011*
- Inter-cultural communication training
  - Professional and Academic Spanish Certification

## TRAINING

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- Internet Marketing Training through Tom Antion's Membership Program  
B-School: Online Marketing for Small Businesses Marie Forleo Training Program  
Social Media for Small Businesses training through the University of Missouri
- **Adobe Creative Suite CS6:** InDesign, Illustrator, Photoshop **Social Media:** Wordpress, Hootsuite, Facebook, Twitter, LinkedIn, Blogger, Youtube **AP and MLA Style** ▪ ▪

## DISTINCTIONS

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- Honors College Essay Contest Winner** January 2012  
*University of Missouri - Columbia* Columbia, Missouri
- National Finalist - 3rd Place** November 2011  
*Adobe Web Analytics Competition* Provo, Utah
- Analyzed DepartmentofGoods.com data using Adobe Omniture/ Site Catalyst
  - Worked with a team of three and presented three suggestions to the client, Adobe judges, and audience
- Spanish Language Proficiency**
- Spoken and written language proficiency, specialized in wine and business jargon
  - 2011 CELU Exam - Certificate of Spanish Language & Use - Advanced