

Madeline Benitez

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SUMMARY

Lead **marketing communications** specialist with eight years of experience creating acquisition, product, agent, sales, email, print, and content marketing communications across insurance and financial services. Translates regulated product information into clear audience messaging, including **Business Owner's Policy** content, while preserving approved terminology and a **defined brand voice**. Partners with product, sales, compliance, legal, distribution, and acquisition teams to plan campaigns, guide reviews, and deliver accurate materials across channels. Uses AI for ideation and drafting, then applies sound **editorial judgment**, validates source information, and protects communication quality. Leads campaign planning, mentors writers, resolves cross channel inconsistencies, and connects communication choices with awareness, engagement, and business objectives.

EXPERIENCE

Lead Marketing Communications Specialist January 2024 - Present
Northgate Mutual Insurance *Cincinnati, OH*

- Leads commercial insurance **acquisition communications** across email, **print collateral**, sales channels, and agent touchpoints. Owns small business and Business Owner's Policy messaging, guides editorial and compliance review, applies AI supported drafting, and mentors communications specialists.
- Led agent **email campaigns** for **commercial insurance** products, improving message clarity across distribution channels.
 - Built **Business Owner's Policy** messaging frameworks, giving agents consistent product language across touchpoints.
 - Directed campaign briefs through editorial and compliance review, preserving approved terminology and **brand voice**.
 - Used AI for content ideation, then validated sources and applied editorial judgment before publication.
 - Mentored communications specialists, resolving cross channel inconsistencies before materials reached agents.

Senior Marketing Communications Specialist July 2021 - December 2023
Riverbend Financial Group *Dayton, OH*

- Developed integrated communications for regulated financial products, combining **email**, print collateral, sales support, and content planning. Coordinated product, legal, compliance, and channel partners while coaching junior writers on brand voice and editorial standards.
- Developed integrated email campaigns for regulated products, aligning sequencing with audience information needs.
 - Created reusable message hierarchies for **print collateral**, helping **sales** teams present product changes clearly.
 - Managed **legal, compliance**, product, and channel reviews, reducing confusion during campaign approvals.
 - Translated policy updates into concise guidance, giving partners practical language for customer conversations.
 - Coached junior writers on **brand voice**, editorial standards, and constructive stakeholder feedback.

Marketing Communications Specialist June 2019 - June 2021
Lakeview Assurance Services *Toledo, OH*

- Created insurance communications for agents and policyholders across email and print channels. Converted product briefs and expert interviews into audience messaging, maintained editorial guidelines, coordinated content calendars, and preserved campaign intent through compliance revisions.
- Created **insurance** product emails and print materials, giving agents clearer language for policy conversations.
 - Converted product briefs and expert interviews into structured audience messaging for **campaign development**.
 - Maintained **brand voice** through editorial guidelines and terminology review across recurring **communications**.
 - Coordinated content calendars with product and distribution teams, keeping campaign inputs organized.
 - Revised copy after compliance feedback, protecting campaign intent and approved product meaning.

Marketing Communications Coordinator October 2018 - May 2019
Cedar Point Credit Union *Cleveland, OH*

- Produced regulated member communications for deposit, lending, and service initiatives. Drafted email copy, brochures, branch collateral, and sales support materials while organizing approval inputs and checking final content against approved source information.
- Produced member emails for deposit initiatives, giving branch teams clear service communication.
 - Drafted brochures and branch collateral, applying brand standards before compliance review.
 - Organized content inputs and approval comments across concurrent assignments, keeping stakeholders aligned.
 - Checked final copy against approved source information before deployment, protecting communication accuracy.
 - Supported lending communications with concise copy, strengthening early editorial and deadline management skills.

PROJECTS

Commercial Insurance Acquisition Campaign 📅 2025

Planned a coordinated email, print, and sales communication program for commercial insurance audiences. Connected product education with agent engagement and consistent brand voice.

AI Supported Editorial Workflow 📅 2026

Built a practical content workflow using AI for ideation and drafting, followed by source validation, editorial review, compliance checks, and approved publication.

LEADERSHIP & AWARDS

- Recognized by insurance communications leadership for dependable delivery of accurate agent materials.
- Selected to mentor communications specialists on brand voice, editorial review, and stakeholder feedback.
- Trusted with lead ownership of Business Owner's Policy messaging across campaign touchpoints.

EDUCATION

Bachelor's Degree in Communication

2018

University of Cincinnati GPA: 3.7

Cincinnati, OH

Coursework: Marketing communications, content strategy, business writing, organizational communication

CERTIFICATIONS

- Content Marketing Certification, HubSpot Academy 📅 2021
- AI for Marketing Professionals Certificate, Coursera 📅 2026

TECHNICAL SKILLS

- **Campaign Channels:** Email marketing, print collateral, sales communications
- **Insurance Communications:** Commercial insurance, Business Owner's Policy, agent communications
- **Content Marketing:** Content strategy, content development, audience messaging
- **Editorial Tools:** Copy editing, proofreading, terminology review
- **Brand Management:** Brand voice, messaging frameworks, editorial guidelines
- **Review Workflows:** Compliance review, legal review, approval tracking
- **AI Marketing Tools:** AI ideation, AI drafting, source validation
- **Campaign Planning:** Campaign briefs, content calendars, message sequencing
- **Stakeholder Systems:** Product coordination, sales coordination, distribution coordination
- **Financial Services:** Regulated marketing, lending communications, deposit communications
- **Writing Methods:** Business writing, policy translation, product writing
- **Communication Formats:** Email copy, brochures, branch collateral
- **Quality Practices:** Source checking, terminology control, final copy review
- **Leadership Skills:** Writer mentoring, campaign ownership, stakeholder guidance
- **Engagement Analysis:** Engagement feedback, partner feedback, call to action review

SKILLS

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|------------------------------|------------------------|------------------------------|----------------------------|
| • Marketing communications | • Email marketing | • Brand voice | • Campaign planning |
| • Commercial insurance | • Print collateral | • Regulated industry writing | • Stakeholder coordination |
| • Business Owner's Policy | • Sales communications | • Editorial review | • Product communications |
| • Acquisition communications | • Content marketing | • AI content generation | |

PROFESSIONAL AFFILIATIONS

- Professional member of marketing communications communities focused on content and regulated industry practice.
- Participant in insurance communications peer learning focused on agent engagement and product clarity.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST