

## **Madison Dies**

Degreed Digital Creator

Houston, TX

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### **PROFESSIONAL SUMMARY**

Results-driven Digital Marketing Manager with 4+ years of experience scaling social media channels and driving revenue growth for SaaS, creator brands, and corporate clients. Proven track record of significant social media expansion and cost-effective customer acquisition through strategic campaigns. Strong interpersonal skills combined with trend awareness and creative problem-solving to build engaged communities and identify emerging opportunities.

### **PROFESSIONAL EXPERIENCE**

#### **Red Bull North America**

*Freelance Graphic Designer*

*January 2025- Current*

- Designed branded print and digital assets (table tents, recipe cards, promotional materials) for Red Bull partner venues.
- Translated brand guidelines into engaging visuals tailored for specific markets while maintaining global consistency.
- Delivered high-quality designs on deadline for ongoing campaigns and event promotions.

#### **RepeatMD, As Is Homes, BAM AI, Camel Capital**

**Remote**

*Digital Marketing Manager – SaaS & Creator Brands*

*Jan 2025- Current*

- Scaled social media channels for tech and lifestyle brands by 500%+ through trend-driven content and optimized Meta ad funnels
- Designed and launched conversion-optimized websites and landing pages to drive lead generation and improve user experience
- Created brand kits, digital assets, and UX-focused funnels that reduced customer acquisition cost
- Led end-to-end execution of digital campaigns across email, paid media, and web to support product launches and revenue growth
- Built and maintained analytics dashboards to track campaign performance, optimize ad spend, and report on ROI across platforms
- Developed and implemented AI-powered marketing tools to automate audience segmentation, optimize ad targeting, and generate dynamic creative for increased engagement and conversion
- Collaborated with founders and cross-functional teams to align messaging and creative across all touchpoints

#### **Murphy's Corporate Housing Associates**

**The Woodlands, TX**

*Digital Media Specialist*

*March 2023- Jan. 2025*

- Led a full redesign of the company website to improve user experience, modernize visual branding, and support lead generation
- Produced visual, written, and multimedia content for the website, blog, and social media platforms
- Developed an analytics system to track engagement across channels and guide data-informed marketing decisions
- Supported SEO efforts through keyword research, paid meta ad optimization, and content updates
- Increased Instagram reach by 567%, Facebook reach by 340%, and LinkedIn impressions by 606% within six months
- Represented the brand at trade shows and networking events, generating leads and strengthening industry partnerships

#### **Fred's Bar & Grill**

**Baton Rouge, LA**

*Bartender / Social Media Consultant*

*Feb. 2021-Aug. 2023*

- Served as both front-of-house bartender and unofficial brand ambassador, providing high-quality service in a fast-paced, high-volume environment
- Created social media content to promote events and specials, contributing to increased foot traffic and brand visibility
- Represented the Fred's brand with professionalism and energy across both in-person and digital channels

#### **Freelance Digital Creator**

**Remote**

- Captured and edited photo and video content for sporting events, business conferences, graduation parties, and engagement celebrations

- Produced branded digital content for small businesses and local organizations, including event recaps, promotional videos, and social media reels
- Designed a full social media layout and content package for *Vie Bénie*, a New Orleans–based nonprofit focused on community empowerment
- Delivered polished, platform-optimized content tailored to audience engagement and client branding goals

## **LEADERSHIP EXPERIENCE**

### **Delta Gamma Fraternity - Gamma Zeta Chapter at LSU**

**Baton Rouge, LA**

*Executive Board Member- Vice President of Membership*

*Jan. 2022- Dec. 2022*

- Oversaw formal recruitment for 2,000+ potential new members in a highly competitive Panhellenic environment
- Managed a \$75,000 recruitment budget and led a team of 5 to plan and execute large-scale membership events
- Facilitated workshops and leadership sessions for 200+ chapter members focused on communication, branding, and conflict resolution
- Gained extensive experience in organizational leadership, team development, crisis management, and campus marketing strategy

*Director of Social Media*

*Jan. 2021- Dec. 2021*

- Designed and managed all social media content across Instagram, TikTok, Facebook, and YouTube, aligning with Delta Gamma's national brand standards
- Created graphics, edited videos, wrote public statements, and produced event content to increase engagement and visibility
- Increased Instagram follower growth rate by 192% and gained 1,000+ TikTok followers through trend-driven content and chapter storytelling

### **Fraternity & Sorority Unity Council- Louisiana State University**

**Baton Rouge, LA**

*Executive Board Member- Vice President of Programming*

*Sept. 2021 - Sept. 2022*

- Organized campus-wide community events, educational seminars, fundraisers, and service projects across LSU Greek Life
- Collaborated with multiple councils to promote unity, inclusion, and impact-driven programming across the fraternity/sorority community

## **EDUCATION**

### **Louisiana State University**

**Baton Rouge, LA**

*B.A in Screen Arts*

*Sep. 2019- Dec. 2022*

- **GPA:** 3.65

## **ADDITIONAL SKILLS & HONORS**

### **Technical Skills**

#### *Marketing & Advertising*

- Meta Ads Manager, Email Marketing (Mailchimp), UTM Tracking, Campaign Optimization • A/B Testing

#### *Design & Content Creation*

- Canva, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)

#### *Web & CRM Tools*

- Website Builders (Hostinger, WordPress), HubSpot CRM, Zapier

#### *Project Management & Productivity*

- Microsoft Office Suite, G-Suite, Asana

### **Honors**

- National Merit Scholar (2019) LSU's Dean's List (Fall 2020, Spring 2021, Spring 2022) The College Board's AP Scholar with Distinction (2018, 2019), National Merit Scholar (2019), AP Capstone Diploma (2019); Delta Gamma's Outstanding Junior Member (2022)

### **Hobbies/Areas of Interest**

- Travel, Art, Philanthropy, Brazilian Jiu Jitsu, Writing, Jogging, Tennis, Golf