

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 achieving 500%+ social media growth, reducing customer acquisition costs through conversion-optimized campaigns, and executing digital marketing initiatives. Expert in Meta Ads, content creation, web design, and analytics with proficiency in Adobe Creative Suite, HubSpot CRM, and multiple marketing platforms. Combines creative storytelling with data-driven strategy to deliver measurable ROI across email, paid media, and digital campaigns.

PROFESSIONAL EXPERIENCE

RepeatMD, As Is Homes, BAM AI, Camel Capital

Remote

Digital Marketing Manager – SaaS & Creator Brands

Jan 2023- 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
- 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, metadata 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. 2024

- 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

Sept. 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