



📍 **MADISONDIES.COM**

✉ **MADISONDIES@GMAIL.COM**

☎ **281-728-0434**

EDUCATION

BACHELOR OF ARTS IN SCREEN ARTS

Louisiana State University | Baton Rouge, LA | Sept 2019– Dec 2022

- GPA: 3.65

SKILLS

MARKETING & ADVERTISING

HubSpot CRM, Google Tag Manager, Meta Ads Manager, Email Marketing (Mailchimp)

WEB & DESIGN

WordPress, Hostinger, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva

AI & AUTOMATION

Zapier, ChatGPT, Midjourney, Claude AI, Runway, Canva Magic Studio, Prompt Engineering, Workflow

PROJECT MANAGEMENT

Asana, Miro, Microsoft Office Suite, Google Workspace (G-Suite)

REFERENCES

DIANE BERRY

CEO, Murphy's Corporate Housing Associates

✉ dberry@livingmcha.com

MELONEE TOWNSEND

National Account Executive, Visit Houston

✉ mtownsend@visithouston.com

RACHEL RHODES

ATC, Delta Gamma- Gamma Zeta Chapter at LSU

✉ atc@deltagammalsu.com



MADISON DIES

Versatile Marketing and Design Specialist with expertise in digital strategy, social media management, and creative brand development. Recognized for delivering measurable growth, innovative visuals, and consistent brand storytelling across diverse industries.

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER & DIGITAL MARKETING MANAGER

Independent Contractor | Remote | Jan 2025 – Current

- Design branded assets for Red Bull North America, adapting global guidelines for local markets.
- Scale SaaS and startup brands through trend-driven content and Meta ad optimization.
- Lead UX-focused website, email, and landing-page design to boost engagement and lead flow.
- Build AI-powered brand kits that automate content and lower acquisition costs.
- Manage cross-channel campaigns, optimizing performance to meet KPIs and revenue targets.

DIGITAL MEDIA SPECIALIST

Murphy's Corporate Housing Associates | The Woodlands, TX | Mar 2023 – Jan 2025

- Produced and edited photo and video content for social media, driving 500%+ growth across major platforms.
- Designed digital assets and trade show signage to strengthen brand presence and lead generation.
- Led a full website redesign to modernize branding and improve UX.
- Built analytics and SEO systems to optimize digital campaigns.
- Represented the brand at trade shows to cultivate partnerships and expand reach.

SOCIAL MEDIA CONSULTANT

Fred's Bar & Grill | Baton Rouge, LA | Feb 2021 – Aug 2023

- Developed and managed the bar's social media strategy to promote weekly events, specials, and brand partnerships.
- Filmed, photographed, designed and edited high-engagement content that boosted event attendance and visibility.

LEADERSHIP & COMMUNICATIONS EXPERIENCE

COMMUNICATIONS ADVISOR

Delta Gamma Fraternity – Gamma Zeta Chapter, LSU | Sept 2025 – Present

- Advise collegiate leadership on communications, digital branding, and recruitment marketing while overseeing content strategy, brand alignment, and crisis communication.

ENGLISH LANGUAGE TEACHING ASSISTANT

Comunidad de Madrid | Madrid, Spain | Jan – June 2025

- Taught English to middle and high school students through interactive, culturally immersive lessons tailored to diverse learning styles.
- Developed intermediate Spanish speaking and cross-cultural communication skills.

VICE PRESIDENT OF MEMBERSHIP

Delta Gamma Fraternity – Gamma Zeta Chapter, LSU | Jan – Dec 2022

- Led membership strategy for 300+ members as an executive board officer, managing a \$75K budget, recruitment for 2,000+ prospects, and workshops on communication and team development.

DIRECTOR OF SOCIAL MEDIA

Delta Gamma Fraternity – Gamma Zeta Chapter, LSU | Jan – Dec 2021

- Created and managed social content across Instagram, TikTok, YouTube and Facebook, producing trend-driven campaigns that increased Instagram engagement 192% and gained 1,000+ TikTok followers.

VICE PRESIDENT OF PROGRAMMING

Fraternity & Sorority Unity Council – Louisiana State University | Sept 2021 – Sept 2022

- Directed university-wide events, fundraisers, and service projects promoting unity and inclusion across Greek Life.
- Collaborated with multiple councils to develop community-building initiatives and leadership programming.