

MADISON T. MACY

Advertising & Marketing Student | Content Creation | Brand Promotion

Fort Lauderdale, FL | 954-303-3444 | madisontmacy0@gmail.com

EDUCATION

University of Florida
Gainesville, FL
B.A. in Advertising
Minor in Persuasive Messaging
Expected May 2029

SKILLS

Social media marketing
Content creation
Brand promotion
Client communication
Event coordination
Canva / design basics
Team leadership
Time management
Customer service
Organization

HONORS

Florida Bright Futures Scholarship
First Honor Roll
National English Honor Society
National Math Honor Society
Social Studies Honor Society
Science Honor Society
STEM Honor Society
National Dance Honor Society

ACTIVITIES

Varsity Dance Team Captain
Real Dance Studio Competitive Team
Tutoring
Babysitting
Red Cross Volunteer
Beach Cleanups
Holiday Drives
Children's Dance Clinic

PROFESSIONAL PROFILE

Advertising and marketing student with hands-on experience in social media marketing, content creation, promotions, and client communication. Friendly, dependable, and creative, with a strong background in dance leadership and community involvement. Excited to support brands through engaging content, organized marketing efforts, and positive client experiences.

EXPERIENCE

Social Media & Client Support | Dec. 2025 - Present

MTM Charters, Fort Lauderdale, FL

- Manage social media marketing across multiple platforms and help coordinate charter bookings.
- Handle invoicing through QuickBooks and support client contracts and account organization.
- Communicate with clients professionally while staying organized in a fast-paced environment.

Marketing Committee Chair | Jan. 2026 - Present

Delta Delta Delta Sorority, Gainesville, FL

- Lead marketing initiatives to strengthen brand visibility and engagement within the community.
- Coordinate promotional events and create materials that communicate sorority values and programs.
- Mentor committee members on digital marketing strategies and outreach campaigns.

ACT Tutor | Jan. 2025 - Present

Fort Lauderdale, FL

- Create individualized study plans to help students understand ACT concepts and build confidence.
- Lead engaging tutoring sessions and provide clear feedback based on student progress.

Dance Instructor | Aug. 2023 - May 2025

Fort Lauderdale, FL

- Developed dance lessons for different ages and skill levels in a positive learning environment.
- Assessed student progress and gave supportive feedback to improve performance.

Dance Manager | Jun. 2023 - Feb. 2025

Cardinal Gibbons, Fort Lauderdale, FL

- Organized dance recitals, supported rehearsals, and helped performances run smoothly.
- Mentored dancers and assisted with choreography and team communication.

LEADERSHIP & ACCOMPLISHMENTS

- Dance Team Captain for 3 years and helped lead the team to its first national championship.
- Two-time National Champion and competitor at NDA Nationals with school and studio teams.
- Supported younger dancers through clinics, rehearsals, choreography, and performance preparation.
- Awarded Florida Bright Futures for ACT score and academic performance.