

CONTACT

PHONE
(954) 303-3444

EMAIL
madisonmacy@ufl.edu

LINKEDIN
linkedin.com/in/madison-macy-856b2b38a

PORTFOLIO
madisonmacy2026.com

LOCATION
Gainesville, FL

EDUCATION

University of Florida
College of Journalism and Communications

B.A. Advertising
Specialization: Persuasive Messaging
M.S. Management
Expected May 2029 • GPA 3.8/4.0

SKILLS

- Social media marketing
- Short-form video content
- Copywriting & captions
- Brand storytelling
- Affiliate & social commerce
- Client communication

TOOLS

- Adobe InDesign & Illustrator
- Adobe Photoshop
- Canva • WordPress
- QuickBooks • ShopMy

HONORS

- Dean's List (Fall 2025, Spring 2026)
- Florida Bright Futures Scholarship

Madison *Macy*

ADVERTISING • PERSUASIVE MESSAGING

Advertising student at the University of Florida who loves turning ideas into stories that move people to act. Experienced in social media marketing, content creation and brand partnerships for lifestyle and small businesses.

EXPERIENCE

Head of Marketing
May 2026 – Present

Vault Heirs • Remote, Delray Beach, FL

- Lead social media marketing for a collectibles brand, building awareness through content about family memories and personal storytelling
- Write captions and produce posts and short-form videos that show each collectible's sentimental value in a consistent brand voice

MTM Charters
Dec 2025 – Present

Remote, Fort Lauderdale, FL

Social Media Marketing

- Manage social media across multiple platforms, creating promotional content that showcases charters and drives booking inquiries
- Write captions and organize posts to keep a consistent brand voice

Client & Administrative Support

- Coordinate charter bookings and client communication to keep reservations running smoothly
- Process invoices in QuickBooks and maintain client contracts and account records

Brand Ambassador & Social Commerce Partner
June 2026 – Present

Princess Polly • Revolve • ShopMy • Divino Seas • Remote

- Create styled outfit, product and short-form video content for fashion, swimwear and lifestyle brands
- Manage a ShopMy storefront with curated, shoppable collections and affiliate links that drive product discovery
- Collaborate on campaigns that build brand awareness and engagement among college-aged consumers

LEADERSHIP

PR Committee Member
Jan 2026 – Present

Delta Delta Delta Sorority • Gainesville, FL

- Promote chapter events and communications that highlight member involvement, values and community activities
- Support community outreach and event publicity to grow the chapter's visibility in Gainesville

Dance Team Captain & Dance Instructor
High School

- Led the team as captain and taught dance, building leadership, scheduling and communication skills