MADISON FINLEY

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SUMMARY

Brand and content marketing leader with 9+ years of experience building brands, campaigns, and creative programs from the ground up. Led content strategy and production for brand launches and audience growth across digital channels, creator partnerships, and live experiences.

CORE EXPERTISE

Content Strategy, Brand Storytelling, Creative Production, Brand Launches, Organic Social, Creator Partnerships, Email & Lifecycle Marketing, Community Building

EXPERIENCE

Portalis AI | Consumer AI Startup — Austin, TX

Director of Marketing & Community — May 2024 - September 2026

- Built brand identity, content strategy, and go-to-market campaigns for two consumer AI launches that reached 10,000+ subscribers within six months.
- Designed and launched a creator partnership program that generated $25,000+ in potential revenue.
- Built and owned the digital metrics reporting for two brands, improving visibility into attribution and audience performance.
- Developed advanced AI-driven content workflows, streamlining production of on-brand copy, imagery, and video.
- Managed a Discord community of 1,000+ members and developed feedback programs that informed product strategy.

Notley | Social Impact Investment Organization — Austin, TX

Director of Marketing — August 2023 - October 2024

- Led creative direction and multi-channel distribution strategy for annual reports reaching 15,000+ stakeholders.
- Directed creative production for 25 nonprofit pitch events, managing interns and external partners across video, design, and live execution.
- Increased ticket sales 15% through automated newsletter workflows reaching 15,000+ subscribers with ~45% open rates.
- Partnered with executive leadership to overhaul marketing operations, improve cross-functional workflows, and maintain performance reporting during organizational change.

Production Director — November 2021 - August 2023

- Produced a three-part video series for an annual fundraiser attended by 650+ community leaders, managing a $10K budget and external production vendors.
- Managed video and design teams to deliver campaign assets that drove 7,000+ visits to the event website.
- Produced a 35-episode podcast interviewing leaders in social impact, averaging 1,000 listeners per episode.

Marketing Manager — May 2017 - November 2021

- Developed and launched four new brands, creating distinct identities and tailored digital content strategies for each.
- Transitioned in-person events to virtual experiences, producing five livestreamed shows with 5,000+ viewers nationwide.

EDUCATION

LIM College | BBA, Fashion Merchandising | Honors Program
New York, NY | 2016

VOLUNTEERING

Explore Austin Mentor | 2023-2029
Six-year mentorship program guiding a cohort of youth from 6th–12th grade, focused on leadership, resilience, and personal growth through outdoor adventure.

TOOLS

Google Analytics (GA4), Google Tag Manager, Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, ChatGPT, OpenAI Codex, Claude Code, Kling, Seedance, HubSpot, Mailchimp, Salesforce, Meta Ads Manager, TikTok Ads Manager, Reddit Ads, Google Ads, Airtable, Zapier.