

MADISON HILL

CONTACT

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EDUCATION

Brigham Young University
April 2022

Bachelor of Arts
Communications
Advertising Emphasis
3.86 GPA

Minors in Family Life
and Portuguese

AWARDS

- AAF's Most Promising Multicultural Student 2022
- Finalist in La Pieza 2021
- Young One's Awards 2021 Gold (2), Silver (1)
- D&AD Awards 2020 Wooden Pencil Winner

VOLUNTEER SERVICE

Humanitarian Experiences for Youth
Trip Leader
March 2020 - June 2020

The Church of Jesus Christ of Latter-day Saints
Volunteer Missionary
Teresina, Brazil
December 2016 - May 2018

EXPERIENCE

LEAD SENIOR ACCOUNT MANAGER
BYU AdLab | December 2020 - Present

- Oversee 200-member agency managing overall operations, holding weekly trainings, and mentoring juniors in the program
- Lead multiple teams to perform research by holding weekly meetings and assessing progress to create strong strategies.
- Ideate with diverse creative teams to create and produce award-winning work.
- Manage both internal and external projects simultaneously
- Establish timelines, hold creative check-ins, create pitch decks, and develop strong presentation skills.
- Work with various clients, brands, and startup companies to create strong strategies and content that solves real problems.

CLIENTS I'VE WORKED WITH: Champion, Extra, Brilliant

ACCOUNT MANAGEMENT INTERN

ThomasARTS | May 2021 - September 2021

- Assisted with Aetna Medicare client on campaigns reaching 900,000+ members, with a \$600,000 budget.
- Supported company executives in RFP process and new business project through note taking, strategy sessions, and creating conference reports for the client.
- Coordinated with managers and participated in client calls.
- Organized timelines, drafted copy decks, took detailed meeting notes, and initiated creative reviews and proofing.

ASSISTANT PR & CAMPAIGN COORDINATOR

BYU College of Fine Arts | August 2020 - August 2021

- Coordinated with 5 public relations specialists to assist social media, design, and editorial teams.
- Developed strategies for major campaigns, and collaborated with teams to execute events and lectures.

CONTENT CREATOR & DESIGNER

BYU History Department | January 2019 - May 2020

- Supported the History Internship Coordinator by designing content using Canva, Photoshop, and Illustrator.
- Collaborated with professors, students, and administrators to draft and design the History Department's annual newsletter.