

# Madison Burke

## MARKETING MANAGER

### CONTACT



3063 Hastings Way  
San Ramon, CA 94582



MadisonBurke9507  
@gmail.com



+1 925 200 9890



MadisonTaylorBurke.com  
PW: mburkeprojects

### EDUCATION

#### *Bachelor of Arts*

Communication Studies  
Business & French Minors  
Cum Laude

TEXAS CHRISTIAN UNIVERSITY  
2014-2018

#### *Study Abroad*

Spring Semester  
London, England

UNIVERSITY OF WESTMINSTER  
Jan 2016 - Jun 2016

### TECHNICAL SKILLS

#### *Adobe*

Illustrator, InDesign,  
Photoshop, Acrobat

#### *Microsoft*

Word, Excel, Powerpoint

#### *Software Systems*

Mac & PC Fluent, CRMs, Word-  
Press, Active Campaign & Email  
Marketing Programs, Quickbooks

#### *Social Media*

FaceBook, Instagram,  
Twitter, Tik Tok

#### *Real Estate Websites*

BDXLive, Zillow, Realtor,  
New Home Source

### SUMMARY

Dynamic, innovative marketing professional with proven experience leading a creative team in the development of materials for digital and print campaigns including websites, brochures, e-blasts, ads, and SEO/SEM. Collaborative and client savvy, adept at generating content and traffic-boosting strategies to drive sales. Specialties include brand-building, media planning, production, and expertise with CRM software systems to achieve goals. Versatile, organized, performance-driven, and deadline-oriented.

### HIGHLIGHTS

Promoted twice within a fast-paced real estate sales and marketing company with national developer clients, more than \$1 billion in revenue, and over 30 new home communities throughout the western United States.

- Spearheaded campaigns that aided Nevada client to earn *Best Home Builder of 2021* accolade.
- Crafted strategy and worked with designers to create an aggressive print and digital ad campaign that resulted in a 200% increase in sales over a three week period at a suburban Seattle community.
- Implemented systems in tandem with proprietary CRM software that cut costs, increased efficiency, and boosted lead generation for new home sales in California, Washington, and Nevada.

Well-traveled and fluent in French.

### EXPERIENCE

#### *Marketing Manager*

*Apr 2020 - Present*

PRESGROUP, INC., DANVILLE, CA

Real estate sales and marketing company with US residential developer clients. Supervised print and digital marketing campaigns and all collateral material creation for three separate new home builder clients. Weekly reporting and collaboration with VP of Marketing, digital director, area managers, and client executives on strategies, plans, and print and digital campaign effectiveness. Helped boost sales through team reorganization and savings related to the replacement of underperforming vendors.

- Creative team leader responsible for motivation and supervision of copywriters, graphic and web designers, art directors, programmers, social media coordinators, and SEO/SEM specialists to meet weekly deadlines.
- Branding expertise; client envisioning sessions, naming, logos, taglines, photography, video, virtual tours, websites, e-blast campaigns, and all print collateral materials.
- Comprehensive analysis skills to determine consumer trends, target demographics, lifestyle attractors, price points, and amenity hot buttons to build lead-generating strategies.
- Content creation for community campaigns, media negotiation and buying, special event planning, and third party vendor management.
- Client presentations for creative content, media recommendations, and budget planning.

#### *Marketing Coordinator & Research Analyst*

*Nov 2019 - Apr 2020*

Helped re-brand and increase marketing outreach for developer clients in northern Nevada and western Washington. Spearheaded e-blast and print campaigns that helped client earn Best Home Builder in Reno title voted on by area residents. Assisted client marketing directors in creating budgets, timelines, and deliverables for active and upcoming communities, while keeping up with market and consumer trends. Responsible for project area research including history, attractions, and competitive communities.

## AWARD & HONORS

### *Honors Scholar Distinction*

Lower and Upper Divisions with year-long research and thesis required

### *TCU Scholar*

4.0 GPA, Spring 2018

### *TCU Dean's List*

Fall 2017

### *Lamda Pi Eta*

National Honor Society for Communication Studies

### *Pi Delta Phi*

National French Honor Society

### *The Boller Review, Vol 3 (2018)*

Undergraduate thesis published in TCU journal for student achievement

## REFERENCES

### *Beth Copsey*

VP of Marketing, PresGroup, Inc.  
Principal, BHIVE Marketing  
+1 702 401 9171

### *Angie Hardie*

Digital Director, PresGroup, Inc.  
+1 904 864 3913

### *Ashley Steen*

Principal, Willa Creative  
Owner, Steen Design Co.  
+1 303 579 9333

### *Deborah Stevens*

Owner, Zachary Penn & Associates  
+1 925 890 4880

## CONT.

- Account planning and strategic meeting participation to create community timelines and deliverables.
- Campaign content creation and copywriting
- Reviewed and proofed all deliverables; responsible for change orders, obtaining client approvals, and ongoing creative team communication.
- CRM system analysis and reporting including database segmentation recommendations, campaign effectiveness, and consumer and market trends.
- Onsite community visits and audits; sales center storyboards, signage, builder displays, and interactive kiosks.

### *Traffic Manager*

*Jul 2018 - Nov 2019*

Created internal management systems using Google Drive and Monday.com software platforms for improved organization, workflow, and job tracking for all client deliverables. Developed best practices for consistent consumer messaging with daily audits, a detailed proofing system, and analysis of marketing effectiveness through proprietary CRM software.

- Creation, assignment, and tracking of all jobs, all print and digital deliverables for multiple clients.
- Weekly communication with sales and concierge teams to keep them updated on new campaigns, website additions, pricing, and timeline changes.
- Find, purchase, and organize stock photography and video; identification, hiring, and evaluation of vendors.
- Billing oversight for creative team hours and marketing expenditures.
- Sales escrow management and statistical data tracking, including commission schedules.

### *Summer Paid Internship*

*2016 & 2017*

KENNETH STEVENS CUSTOM HOMES, DANVILLE, CA

Highly-rated, custom residential and commercial real estate developer and marketing company. Assisted CFO with administrative and accounting projects, spreadsheets, reports, analytics, and job cost tracking.

### *Amazon Marketing Coordinator & Liason*

*Jan 2015 - Dec 2015*

WARNER MUSIC GROUP, BURBANK, CA

Helped create a permanent internship program for university students, including coordination with artists and partner liaisons such as Amazon, analysis and reporting on competitive labels, and evaluating CRM data to determine the effectiveness of marketing campaigns.

## CAMPUS INVOLVEMENT

### *TCU Student Government Association*

*September 2016 – May 2018*

HOUSE OF REPRESENTATIVES, COLLEGE OF COMMUNICATION

Authored two pieces of campus safety legislation and served on committees for both academic and campus affairs.

### *Phi Mu, Epsilon Iota, Founding Chapter Member*

*August 2016 – May 2018*

Helped establish a national sorority chapter at TCU and worked on committees focused on increasing membership, philanthropy, and positive campus/community engagement.

### *La Maison Française*

*August - December 2015, August 2016 - May 2017*

French language immersion residence to practice skills outside of the classroom in a home environment.