

# Maddie Hill

(801) 882-0883  
maddiehill@gmail.com  
linkedin.com/in/madison-r-hill

## EXPERIENCE

### PRODUCER

Freelance | Brooklyn, NY | Jun 2025–Present

- On-site production support for the Tiny Art Show x Adobe Photoshop ad campaign, followed managing the temporary pop-up at Hericot Vert
- While contracting with SoHo Experiential, managing multi-city in-store activations for a client, including vendor sourcing and negotiation, communication, on-site event management and some design work

### MARKETING AND EVENT MANAGER

Gumroad | Brooklyn, NY | Jan 2025 – Jun 2025

- Managed and hosted events, including intimate dinners (6-30), a company anniversary party, and hackathon
- Owned Gumroad's marketing channels, including a monthly features newsletter, blogs, and social accounts
- Coordinated awards for over 30+ creators who've generated over \$1M in sales, and ideate, source, and estimate four additional award tiers

### BRAND TEAM LEAD

PassiveLogic | Salt Lake City, UT | Jan 2024 – Nov 2024

- Facilitated weekly one-on-one check-ins to provide feedback, work through problems, and receive team updates
- Communicating across the company with sales, engineering, C-suite, and design teams
- Worked alongside CEO to craft internal and external marketing strategy

### EVENT MARKETER

PassiveLogic | Salt Lake City, UT | Sept 2022 – Jan 2024

- Organized and executed two company booths during the industry's largest tradeshow, including managing logistics and support of 40+ internal staff
- Developed event trainings for our internal team, including basic overviews, technical demos, and training materials
- Executed a virtual keynote that resulted in 55,000 views in the first month
- Managed a video production team, coordinated travel logistics to five locations, prepped high-profile interviewees, performed application support while filming, successfully led 80 people to the top of a mountain, and finalized keynote video edits

### DIRECTOR OF EVENTS AND COMMUNICATIONS

Limitless Flight, Inc. | Bluffdale, UT | April 2021 – Sept 2022

- Participated in the planning, designing, budget creation, execution, and hosting of various VIP events in addition to the grand opening
- Created, organized, and executed a marketing calendar, including newsletters, social media posts, and other external communications
- Managed projects between our creative agency, merchandising partner, PR agency, and marketing firms

### SENIOR PROJECT MANAGER

Convoi Events | Lehi, UT | Jan 2018 – April 2021

- Account coordinator for 31 clients, managing client experience, from exploratory meetings to post-event debrief
- Coordinated pre-event production, such as landing page design, venue and vendor research, and agenda creation, ranging from intimate single-speaker dinners to multiday, multi-stage virtual conferences and live summits

## EDUCATION

### B.S. EXPERIENCE DESIGN AND MANAGEMENT

Brigham Young University  
2019 | Provo, UT

## SKILLS

Ideation and design thinking

Virtual event management platforms including Lu.ma and Zoom Webinar

Project management

Project mapping and reporting

Budget creation and expense reporting

Proposal creation

Creative problem solving

Employee and vendor onboarding

Copyediting and creative writing

Adobe InDesign, Photoshop, Illustrator

## CERTIFICATIONS

### CUSTOMER EXPERIENCE EXPERT

Qualtrics | June 2020 – 2023

## PERSONAL WEBSITE

[madisonrebecca.com](https://madisonrebecca.com)