

# Maddie Hill

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## 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](http://madisonrebecca.com)