

5 years experience | **BACHELOR OF ARTS, Strategic**
Communications, Business Administration
Flagler College, 2022

Expertise:

- Engaging Social Media Mastery
- Proactive Public Involvement Initiatives
- Vibrant Community Engagement Tactics
- Insightful Group and Market Research Analysis
- Strategic Government Regulations Navigation
- Innovative Product Positioning and Branding
- Creative Event Planning and Execution
- Influencer Collaboration
- Partnership Building
- Customer Experience
- Enhancement Strategies
- Campaign Fundraising

Ms. Lay, an enterprising marketing professional with a passion for creativity and strategic thinking, in the role of Marketing Coordinator at Acuity Design Group. Madilyn demonstrates not only her adeptness in marketing and event coordination but also her exceptional communication skills and ability to forge lasting relationships with stakeholders. Her non-profit experience at Seamark Ranch serves as a crucible for honing her talents in donor relationship. Madilyn Lay is a highly motivated marketing professional, boasting a rich tapestry of experiences in event management, donor relationships, B2B marketing, and organizational branding.

Madilyn Lay, a dynamic and innovative marketing professional, has recently embraced the role of Marketing Coordinator at Acuity Design Group. Her journey to this position is marked by a series of significant achievements and a deep-seated passion for creative marketing strategies and effective communication. At Acuity Design Group, Madilyn is poised to leverage her extensive background in event management, donor engagement, B2B marketing, and brand development to drive the company's marketing initiatives forward.

Madilyn's professional path began to take shape following her graduation from Flagler College in May 2022, where she earned a Bachelor of Arts in Strategic Communication, complemented by her studies in Business Administration. Her career took off at Seamark Ranch, where she quickly transitioned from intern to Marketing and Events Coordinator/Social Media Manager. This role was a testament to her remarkable talent, showcased during her internship, and set the stage for her rapid ascent within the marketing field.

During her tenure at Seamark Ranch, Madilyn demonstrated exceptional skills in communication and relationship management, significantly enhancing donor engagement and successfully securing corporate sponsorships. Her ability to manage a wide array of responsibilities—from orchestrating events to crafting compelling copy for various mediums—highlighted her commitment to excellence and brand consistency.

Madilyn's professional journey is complemented by her involvement in leadership roles and community engagement projects outside of work. As Vice President at Dow Advantage PR Firm, she led impactful campaigns for non-profit organizations, while her role as Secretary for PRSSA facilitated valuable networking opportunities. Her leadership in the "COVID-19 Communication in Small Liberal Arts Colleges in the Southeast" project showcases her ability to address real-world challenges with innovative solutions.

Now at Acuity Design Group, Madilyn brings her vibrant energy, strategic insight, and a wealth of experience to her role as Marketing Coordinator. Her track record of success and her passion for pushing creative boundaries make her a valuable asset to the team. With Madilyn on board, Acuity Design Group is well-equipped to enhance its marketing strategies, engage more effectively with stakeholders, and achieve new heights in brand development and communication. Madilyn's move to Acuity Design Group marks not just a new chapter in her career but also an exciting opportunity for professional growth and contribution to the company's success.

CITY OF JACKSONVILLE

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Climate Pollution Reduction Planning

Prime: Hanson

Kids Hope Alliance

ADG Prime : Communications & Branding

JEA

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement

Education Campaign

Prime: SJP

UF HEALTH

2024 Outreach Campaign

ADG Prime : **Social Campaign**

DOWNTOWN INVESTMENT AUTHORITY

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Riverfront Plaza Construction

Prime: Haskell

JACKSONVILLE TRANSPORTATION AUTHORITY

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Local Option Gas Tax Program Management

Prime: Jacobs

1. Public Involvement lead for all projects
2. Jobs for Jax Workforce Development

PREVIOUS EXPERIENCE

COVID 19 COMMUNICATION IN SMALL LIBERAL

ARTS COLLEGES IN THE SOUTHEAST

2021 Research Study

Role: Quantitative Research, Qualitative Research, Social Media Strategies

RSVLTS BRAND

2021 Campaign Lead

Role: Creative Media Creation, Design and Distribution, Photoshoot Execution

PRSSA (FLAGLER COLLEGE CHAPTER)

Secretary

Role: Organization, Event Planning, Presentations, Graphic Design

DOW ADVANTAGE PR FIRM

Vice President

Role: Campaign Creation for Non-Profit Organizations, Research, Brand Development, Graphic Design, Web Design, Recruitment

PURE BARRE

Instructor

Role: Course Facilitation, Managerial Duties, Cold Calling, Social Media Promotion, Recruitment and Retention

SEAMARK RANCH

Event Management and Marketing Intern

Role: Social Media, Branding, Design, Distribution, Web Development, Content Creation, Event Planning, Fundraising, Clerical Tasks, Marketing and Events Coordinator/Social Media Manager

Role: Social Media Strategy, Analytics, Communications, Donor Relations, Grant Writing, Copywriting, Event Planning, Sponsorship Management