

Madison Hayley

925-337-2874 | maddy@maddyhayley.com | maddyhayley.com | linkedin.com/in/maddyhayley | Tracy, CA

EXPERIENCE

Marketing Manager

Guardian Fire Services | Tracy, CA | December 2024 – Present

- Launched and led the company's first national marketing department, developing and executing comprehensive marketing strategies aligned with business goals.
- Spearheaded the redesign of 7 company websites and conducted a full audit of digital marketing efforts to establish scalable national marketing infrastructure.
- Developed leadership campaigns through industry publications, webinars, and executive interviews.
- Crafted strategic marketing campaigns and national proposals, driving brand expansion across markets.
- Strengthened brand visibility through strategic storytelling, partnerships, and media outreach.
- Developed an internal communications plan to improve information sharing between companies.

Founder & Director of Strategic Marketing

Mad Money Marketing | Tracy, CA | July 2017 – Present

- Led 30+ high-conversion website projects, driving a 50% increase in user engagement with strategy.
- Represented the organization at industry events and community outreach programs.
- Served as a guest speaker at local business networking events, discussing marketing best practices.
- Designed and executed comprehensive marketing campaigns, achieving a 40% increase in marketing effectiveness and a 30% growth in lead generation.
- Orchestrated a successful grand opening event that generated \$75K in sales and attracted 250+ attendees.
- Advised clients on executive branding and positioning, increasing visibility across digital platforms.
- Mentored marketing teams, fostering professional growth and creative innovation.

Marketing Communications Specialist III

Stanislaus Food Products | Modesto, CA | June 2024 – September 2024

- Managed a \$300K summer tour budget, increasing campaign efficiency by 20%.
- Managed media outreach and press relations, securing media coverage in local and national outlets.
- Produced viral video campaigns (97K views) and grew social media following by 25.7% in 2.5 months.
- Led SEO/SEM strategies, resulting in a 40% increase in web traffic and stronger online presence.
- Collaborated with senior leadership on brand strategy and company-wide rebranding initiatives.
- Integrated storytelling strategies to connect with audiences and drive community engagement.

General & Marketing Manager

Camp Bow Wow Tracy | Tracy, CA | November 2022 – February 2024

- Established and led the marketing division, executing over 50 organic campaigns focused.
- Orchestrated 50+ marketing events, including a grand opening with over 400 attendees and 20 vendors.
- Developed and implemented comprehensive marketing plans, aligning communication strategies with organizational goals to drive business growth.
- Managed cross-functional teams, overseeing PR, HR, finance, and training, leading to a \$90K reduction in operational costs and recognition as "Best of Tracy" within nine months.
- Maintained a 70% lead-to-client conversion rate through optimized marketing strategies and effective communication programs.

Senior Pet Concierge and Digital Branding Manager

Just Pet Me Dog Daycare & Pet Hotel | Oakland, CA | September 2016 – August 2019

- Directed multi-channel marketing campaigns, driving a 35% increase in revenue.
- Managed 250+ luxury client accounts, ensuring consistent brand messaging and customer satisfaction.
- Created daily social media content and blogs to enhance SEO and brand engagement.
- Built and nurtured relationships with team members and clients, fostering a strong and loyal customer base.

Childcare Specialist & Membership Sales

The Livermore Valley Tennis Club | Livermore, CA | August 2013 – August 2017

- Launched new membership packages, achieving a 25% increase in market share.
- Played a pivotal role in cross functional team training and sales efforts.
- Conducted persuasive new member tours, resulting in a significant boost in monthly revenue.

Shift Manager

Noah's Bagels | Oakland, CA | March 2016 - August 2016

- Implemented marketing strategies that grew sales by 195% in one quarter.
- Led customer engagement initiatives, earning two awards and boosting newsletter sign-ups by 75%.
- Improved operational efficiency, driving a 25% revenue increase and reducing labor costs by 15%.
- Collaborated with corporate leadership to create and implement national marketing strategies

EDUCATION

Bachelor of Arts in Communication Studies, (Expected 2025) *California State University, Bakersfield*

Associate of Arts in Communication, 2024, *Las Positas College*

Associate of Arts in Liberal Arts & Sciences: Arts and Communication, 2024, *Las Positas College*

Associate of Arts in Liberal Arts & Sciences: Arts and Humanities (Expected 2025), *Las Positas College*

Associate of Arts in History (Expected 2025), *Las Positas College*

Certificate in UX/UI Research & Design, 2021 *University of California, Berkeley*

Communication Studies, 2015-2018, *San Francisco State University*

VOLUNTEER WORK

Foster Parent and Web Designer | 510 Paws Rescue | 04/21 - present

- Designed and launched a mobile-first website, increasing adoption inquiries and donations.
- Implemented SEO strategies, boosting website traffic by 55% in three months.
- Created storytelling-driven social media campaigns to engage the community and attract fosters.

Rescue Program Director | Soft Paws Rescue | Hybrid in Santa Rosa, CA | 04/21 - 04/22

- Led all rescue operations, including animal intake, foster coordination, and emergency veterinary care.
- Developed and executed emergency fundraising campaigns, raising \$8,000 in under 12 hours.
- Partnered with local organizations to create programs for underrepresented groups in the community.

Foster Parent & Rescue Program Coordinator | Wonder Dog Rescue | San Francisco, CA | 01/19 - 11/19

- Organized and led over 100 adoption events, managing logistics and volunteer coordination.
- Raised \$75,000 in 5 months through strategic fundraising and media outreach, including news coverage.
- Rescued and rehomed over 85 dogs, including 22 dogs from a high-profile puppy mill case.
- Coordinated media partnerships, securing coverage from ABC 7 News and other media outlets.

Volunteer: Fospice Program, Community Cares, Shelter Behavior | SF SPCA | San Francisco, CA | 10/17 - 10/18

- Supported community outreach events for underserved pet owners through community clinics.
- Assisted with behavioral assessments and care plans for special-needs animals.
- Collaborated with shelter teams to improve internal communication and decision-making.

Northern California Transport Coordinator | Arizona Mastiff Rescue | CA | 08/18 - 11/22

- Successfully coordinated or conducted transport for giant breeds from Northern California to Phoenix, AZ.

Social Media Coordinator & Foster Parent | Umbrella of Hope | CA | 01/18 - 07/20

- Managed social media campaigns that increased volunteer engagement and fundraising success.
- Led emergency fundraising efforts for medical cases, expanding the donor base.
- Created content that highlighted rescue stories, driving community involvement.

Foster Parent | Muttville Senior Dog Rescue | San Francisco, CA | 10/17 - 05/19

- Provided end-of-life care for senior and hospice dogs while promoting adoptions through storytelling.
- Successfully matched foster dogs with adopters, improving placement outcomes.
- Engaged the community in senior dog advocacy through social media outreach.