





# AUSTIN MADDUX

## DIGITAL MARKETING & SUCCESS STRATEGIST

### CONTACT

-  (512) 217-1358
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-  austinmaddox.com
-  Waco, TX

### SKILLS

- Customer Success & Strategy
- Social Media Advertising (FB, IG, TW)
- Pay-Per-Click (PPC) Advertising
- Analytics & Reporting
- Coaching & Training
- Video Production
- Email Marketing
- Graphic Design
- Web Design

### EDUCATION

#### Bachelor of Business Administration in Marketing

#### The University of North Texas

2011

- Vice President of the Student American Marketing Association
- Winner - Murphy Center for Entrepreneurship Idea Competition

### TOOLS USED

- Google Analytics
- Final Cut Pro
- Report Studio
- Tag Manager
- Google Ads
- Mailchimp
- Hootsuite
- Adobe CC
- ChatGPT
- Teams
- Meta Ad Manager
- Midjourney AI
- Brandmark.io
- Twitter Ads
- Matchcraft
- TapClicks
- Kittle AI
- SEM Rush
- Emplifi
- Canva

### PROFILE

As an experienced professional in modern Digital & Performance Marketing, I possess a strong understanding of various Digital Marketing applications and tools. With my expertise, I specialize in designing and developing custom marketing solutions that are tailored to meet the unique needs of each organization. I am also adept at providing ongoing support and maintenance to ensure the continued success of these solutions. I am a seasoned leader with a proven track record of training, mentoring and building successful teams. I possess exceptional communication, organization and time management skills. 5+ years experience working remote.

### WORK EXPERIENCE

#### Client Success Strategist

Audacy, Inc. Aug 2022 - Present

- Build and maintain strong relationships with clients to ensure their ongoing satisfaction and success with the company's products or services.
- Act as a liaison between clients and internal teams, advocating for the client's needs and ensuring that their expectations are met or exceeded.
- Develop and execute strategic plans to achieve client goals, such as increasing user engagement, improving conversion rates, or driving revenue growth.
- Provide training and support to clients to help them effectively use the company's products or services, and identify opportunities for further education.
- Monitor and analyze client data to identify trends, patterns, or areas for improvement, and provide recommendations for optimizing client success.
- Proactively communicate with clients to keep them informed about new products, features, or services that may be of interest or benefit to them.
- Identify opportunities for upselling or cross-selling additional products or services to clients, and work with sales teams to execute on these opportunities.
- Manage client expectations and ensure timely resolution of issues or concerns, collaborating with relevant internal teams as needed.
- Maintain accurate and up-to-date client records and activity reports, and use these to inform strategic decisions and client interactions.

#### Digital Campaign Manager





Audacy, Inc. Oct 2021 - Aug 2022

- Partnered with the sales team to develop and execute digital marketing campaigns across multiple channels, including Display, Email, Podcast, OTT Streaming, Social Media, PPC advertising, and SEO.
- Accountable for ownership of the post-sale process, ensuring full and complete delivery of all digital campaigns including order entry, fulfillment, optimization, and reporting. Presented campaign performance results to stakeholders.
- Collaborated with internal teams, such as creative, to develop compelling campaign content and assets that resonate with target audiences.
- Maintained accurate and up-to-date campaign records and activity reports, and used these to inform strategic decisions and campaign optimizations.
- Utilized AI and digital marketing automation tools to streamline campaign workflows and improve performance.
- Communicated in a clear, professional and efficient manner between sales teams and fulfillment teams to ensure client campaign execution and performance meets or exceeds standards.

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### EXPERTISE



- Assisting organizations in improving operational efficiency, lowering costs, and driving their business goals
- Strategic Planning, Brand Building, Brand Integrations & Revitalizations
- Digital & Social Media Advertising, (Strategy, Content Creation & Campaign Management)
- Programmatic Advertising Execution (Display, Audio, Video, Mobile, DOOH)
- Digital Ad Operations (Ad trafficking, monitoring, reporting and optimizations)
- Website & Mobile App Strategy, UX/UI Design & Optimization
- Training, Coaching & Mentoring

### REFERENCES

#### Tobin Mienke

-  (817) 269-9763
-  tobinmienke@gmail.com

#### Danika Luke

-  (512) 496-8150
-  danikavalerie@protonmail.com

### WORK EXPERIENCE

#### Digital Operations Director

Cumulus Media

Apr 2018 - Oct 2021

- Oversaw day-to-day operations and execution of all digital creative, display advertising and social media campaigns for 6 distinct radio station brands.
- Managed a team of digital content producers to bring promotional, programming and sales concepts to life through graphics and video.
- Worked collaboratively with sales, promotions and programming departments to ensure all digital campaigns are executed accordingly and optimized to KPIs.
- Acted as the primary liaison with all third-party vendors (social media, podcast, mobile app, programmatic display, etc.) to achieve order fulfillment.
- Generated & analyzed digital campaign reports from multiple platforms, identified areas for optimization and provided recommendations to clients.
- Planned & executed digital coverage of on-site events, producing high quality event recap videos and marketing materials for sales teams & clients.
- Stayed current with emerging digital technologies and trends, and recommended solutions to enhance operational performance.
- Advised and coached clients, management and sales teams to amplify their understanding and application of digital media best practices.

#### Senior Account Manager

Moasis

Jan 2016 - Mar 2018

- Acted as a creative, solutions-oriented leader to deliver expert industry insights, strategic partnership opportunities and innovative solutions for advertisers.
- Partnered with sales team and acted as a strategic campaign designer, crafted RFP responses, and ensured accuracy and compliance with all client requests.
- Determined optimization strategies based on targeting and creative in order to increase advertiser effectiveness in achieving brand awareness and/or KPIs.
- Ensured asset collection, asset compliance and on-time campaign launch by interfacing with clients and internal ad operations & ad trafficking teams.
- Worked with ad support team to monitor campaign delivery and contract compliance, ensuring full revenue recognition and client objective success.
- Completed in-depth post-campaign analysis and reported findings by delivering client-friendly wrap-up reports.

#### Digital Marketing Manager

Identity Media Services

Aug 2014 - Jan 2016

- Developed and pitched digital marketing strategies to achieve specific business objectives, such as increasing website traffic, improving lead generation and driving e-commerce sales.
- Managed digital marketing campaigns across multiple channels, including email, social media, PPC advertising (Google Ads), and SEO.
- Analyzed data and performance metrics to measure campaign effectiveness, identify opportunities for optimization, to improve results.