MADISON ADAMS

Operations Manager / Team Leader

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summary

New Orleans local with 6 years experience driving growth and maintaining internal logistics within various industries (tourism, marketing, tech). Portfolio includes four years of identifying logistical opportunities and creating new processes that measurably improve company culture and quarterly revenues.

MARKETING STRATEGY 🡒 SOCIAL MEDIA MARKETING 🡒 COMMUNICATIONS 🡒 PUBLIC SPEAKING 🡒 COPYWRITER 🡒 ADOBE 🡒 EXCEL 🡒 SELF STARTER

experience

**OPERATIONS MANAGER** | All Boats Rise | Venice, California May 2019 – Present

Create and deliver internal improvements for a boutique creative agency in Venice. Write new procedures, optimized 16 existing policies, led financial initiatives (401K transition, EDD reconciliation, etc), resolved 50+ IT issues, design culture building activities and team events (holidays, birthdays, engagements, etc.). The role developed into leading all physical workspace projects, equipping the team with weekly ammenties, and routinely inventing group initiatives to boost team synergy. Portfolio available.

**TOUR OPERATOR** | ORRPA | New Orleans May 2016 – May 2019

Originally wrote/presented six-hour tours (French) in command of a 25-passenger bus. Operations promotion: after my first year of annoying my boss with suggestions, she gave me full reign-- optimize tour timing and employee scheduling, on-board new hires, all our budgets and purchase orders and inventory. Worked outside my scope of work networking with French Quarter concierge to build rapport and expand daily client volume.

* Earned 57, 5-star TripAdvisor reviews, approx. 70% of company’s total reviews, enhancing visibility.
* Repositioned from Rank #84 to Rank #13. Became new preferred tour program to six additional hotels.

 **BILINGUAL SPEECH WRITER / PRESENTER** | Laura Plantation | New Orleans June 2015 – May 2016

Storytelling on a restored Creole plantation and *Louisiana’s #1 historic site of 2016*. Presented history in both French and English, engaging groups of 10-30 about slavery and Civil War history.

* Performed more than 350 public presentations with documented 5-star feedback (see personal site)

 Moved to France, taught English, perfected French fluidity. Sept. 2014—May 2015

• QUALITATIVE RESEARCH 🡒🡒 DETAIL ORIENTED 🡒 EARNED MEDIA 🡒 E-COMMERCE 🡒 EDITING 🡒 CREATIVE🡒PROBLEM-SOLVING
**SOCIAL MEDIA ASSISTANT** | BREC Parks (remotely in France) Sept. 2013 – May 2015

Produced media-ready scripts for T.V., radio and web publications. Managed social media across nine accounts, press releases & e-blasts promoting events. Wrote ad content, boosted Facebook posts & reported analytics.

* Leveraged B2B and B2C campaigns that increased custom audience by > 300% on key channels.

**BRANDING INTERN** | Bad Boy Branding | Miami May 2014 – Aug. 2014

Led SEM initiatives, keyword research SERP ads, retargeting in marketing campaigns. Designed websites and ads with Adobe Suite. Wrote web content, pitches, cold calls and negotiation scripts. Reported directly to CEO.

PUBLIC SPEAKING • COMMUNICATIONS • PRESS RELEASES • PUBLIC RELATIONS • REPUTATION MANA GEMENT • COMMUNITY OUTREACH •

**MARKETING INTERN** | WAFB Channel 9 | LSU May 2013 – Aug. 2013

EDUCATION

**BACHELOR OF COMMUNICATIONS** IN **PUBLIC RELATIONS** |Louisiana State University *(LSU)* – BATON ROUGE, LA

* **Honors & Societies**: Summa Cum Laude *(GPA 3.87)* **|**Chancellor’s List (x5) **|**PRSSA
* **Published Work**: French Short story, "Trop Tard" (Spring 2014)

languages

**English** *(Native)* • **French** *(Fluent)*