

# Jennifer N. Mades

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## EDUCATION

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**University of North Carolina at Chapel Hill** – Chapel Hill, NC

May 2023

*Advertising and Public Relations; Business Administration*

## EXPERIENCE

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**Hilton** – McLean, VA

February 2025 – Present

*Influencer Marketing Analyst*

- Executed end-to-end influencer marketing campaigns across brand and partner initiatives, including creator sourcing, campaign activation, logistics coordination, and performance reporting
- Collaborated cross-functionally with internal teams (Social, Brand Marketing, Media, Content) and external partners (agencies, hotels, talent) to develop culturally relevant campaigns aligned with brand priorities and creator trends
- Led influencer performance analysis by producing post-campaign reports, translating data into actionable insights, and educating internal stakeholders on influencer marketing strategies and best practices

**Pick Up The Six** – Cary, NC

December 2023 – January 2025

*Social Media and Communications Contractor*

- Composed weekly featured articles and created accompanying content including pictures, video clips, and social posts
- Maintained social media accounts associated with several clients, and was responsible for the creation of a minimum of 3 posts per week per account
- Provided website and content updates at the request of clients, including a weekly round-up of events and a monthly calendar that featured all events

**Octagon** – Cary, NC

July 2023 – October 2023

*Marketing and Communications Assistant*

- Researched market and target demographics and used that information along with skills in AP style, video editing, and graphic design to create marketing materials that were used to promote PGA Champions events
- Was responsible for tracking, accounting, and distribution of tickets to Corporate and Community Partners for a PGA Tour Champions tournament
- Supported engagement with key local media personalities and helped implement Media Day

**Heelprint Communications** – Chapel Hill, NC

August 2022 – May 2023

*Chief Executive Officer*

- Pitched to businesses in the community in order to acquire 5 new clients
- Oversaw the recruiting and hiring of 20 new Account Associates
- Acted as the main point of contact for clients and resolving all issues with clients and their teams

*Chief Operations Officer*

August 2021 - May 2022

- Managed money flow within the organization while coordinating with university guidelines and procedures

*Account Associate*

September 2019 - May 2021

- Worked with a small team to create original web, video, and social media content for clients

**UNC Campus Recreation** – Chapel Hill, NC

June 2021 – June 2022

*Marketing Assistant*

- Crafted successful social media content based on trends to promote events and programs
- Conducted weekly social media analytics analyses on several platforms to determine new approaches to increase reach and engagement by 35%
- Led graphic design initiatives including social media posts, sticker designs, and posters

## ADDITIONAL INFORMATION

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- Skills:
  - WordPress
  - Adobe Suite
- Languages
  - Conversational Spanish; Conversational Dutch