



## Madison Haynes

### Account Manager

A passionate storyteller with a love for the community, Madison is committed to creating successful messaging for brands through authenticity.

For Madison, authenticity includes a creative project, a good book and some old-school Taylor Swift songs. She tackles every project with fiery passion and positivity, dedicated to helping clients succeed. Her love for the community and enthusiastic approach is evident in any projects she tackles.

Madison served as an intern for the local non-profit organization, St. Vincent de Paul, where she was responsible for managing their social media platforms. She was instrumental in breathing life and authenticity into their online community, harboring open communication and relatability. Throughout her time with St. Vincent de Paul, she was able to dramatically increase their page likes and engagement, as well as foster a more approachable community. Her work at St. Vincent de Paul was dear to her heart, as she often volunteered there during the holidays prior to her internship.

Madison is a proud Ohio University alum where she graduated from the Scripps College of Communication with her Bachelor of Science in Communications, her Associate in Arts and a Social Media Certificate. Madison is a strong advocate for the importance of the arts within communities. During her senior year, she played the lead role of Virginia Otis in "The Canterville Ghost" presented by The Lancaster Playhouse. She was responsible for engaging in community outreach during the duration of the play, as well as participating in promotional events to gain community excitement.

In her free time, Madison can often be found creating content for her social media pages or working on her own small business that she started in 2020. As a small-business owner herself, she admires other business owners and will support them in any way she can. Madison currently resides in Lancaster, Ohio and on weekends she enjoys being outside with her family, her husband Justin and her dog Molly.

