



Madalyn Mueller

Creative Brand & Communications Strategist

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Summary

Versatile marketing professional with 4+ years of experience driving brand growth, audience engagement, and campaign execution across corporate and service-based industries. Skilled in purpose-driven storytelling and scalable systems-building, with a track record of leading national initiatives that support rapid business expansion.

Experience

Evernest (formerly 33 Realty) | Chicago, IL

Multifamily Marketing Manager | May 2021 - August 2025

- Directed national marketing strategy and creative direction for a service-oriented portfolio across 53+ U.S. markets, fueling growth in leasing, customer service, and maintenance divisions.
- Orchestrated brand, messaging, and communications strategy through two major acquisitions, delivering all rebrand assets on time and ensuring seamless alignment across internal and external stakeholders.
- Drove high-performing multichannel campaigns (Pardot, Constant Contact, newsletters, memos) delivering 44%+ open rates, 18%+ CTR, and a 95% reduction in bounce rate.
- Leveraged Bisnow partnership to sponsor industry events and Morning Brief newsletter takeovers, generating 213K+ impressions, 400+ clicks, and new qualified leads via targeted post-event follow-up.
- Founded and led the Company Culture Committee, overseeing five focus areas (DEI, philanthropy, morale, recreational sports, happy hours) and developing internal communications that boosted engagement by 50%+ and strengthened company-wide collaboration.
- Managed marketing budgets and agency partnerships to maximize ROI and ensure consistent, on-brand execution across all channels.

Practical Farmers of Iowa | Ames, IA

Digital Media Assistant | April 2020 - May 2021

- Produced social media content, virtual event promotions, and donor newsletters to support sustainable agriculture education and fundraising goals.
- Designed research reports, blog posts, and email campaigns to amplify farmer-led stories and community engagement during the pandemic.
- Supported internal communications and member outreach by developing consistent messaging across digital platforms.

Core Skills

- Brand Strategy & Storytelling
- Integrated Campaigns & Content Strategy
- Customer Journey & Audience Engagement
- Cross-Functional Collaboration & Change Management
- Team Leadership & Mentorship
- Email & Marketing Automation
- Performance Analysis & ROI Optimization
- Budget Oversight & Agency Partnerships

Certifications & Tools

- HubSpot Inbound Marketing Certification (Jul 2025 - August 2027)
- Constant Contact | Canva | Adobe Creative Suite (InDesign, Photoshop, Illustrator) | Pardot | AppFolio-Powered Websites | Wordpress | Meta Business Suite

Education

Iowa State University | Ames, IA

B.A. in Advertising, Minor in Data Science