

Madison Seely

Production | Marketing | Writing

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Education

- Columbia University | 2011-2015

B.A. | Creative Writing (Nonfiction) Major, Women & Gender Studies Minor

Paris Sorbonne | Spring 2014 (Semester Abroad)



Experience

- Townhouse | 10/19 - present

Senior Integrated Producer | 11/23 - present

· Lead TVC and Social production on Applebee's (top 20 global client); mentor junior producers

Integrated Producer | 5/21 - 11/23

· Oversee international productions across Eli Lilly, Pfizer, and BD Veritor brand portfolios
· Produce content for a range of platforms, from TVC to social media, budgets ranged 5k-1.3m
· Lead production for successful new business pitches (Galderma, Eli Lilly, Pfizer)
· Spearhead production for live-action, animation, CG, VFX, and other mediums

Associate Integrated Producer | 10/19- 5/21

· Shadowed major productions in health & wellness lane
· Learned all mechanics of estimate/budget creation, production workflow, etc.

- DDB Worldwide | 6/15 - 10/19

Agency Communications Manager | 6/17 - 10/19

· Reporting to the Agency Director of PR, responsible for crafting PR strategy for breaking campaigns and overall narrative for DDB North America
· Secured press features and speaking opps at key industry events to enhance executive profile of DDB North America CEO, later named Advertising Age's 2017 "Executive of the Year"
· Wrote press releases, pitches, and FAQs for breaking creative work; placements in top trade pubs
· Generated international media coverage for CSR campaigns

Communications Associate | 6/15- 6/17

· Overhauled editorial calendar and social strategy to increase worldwide agency Instagram following by 50% (20k followers)
· Orchestrated annual corporate social media strategy leading to DDB's distinction as the most mentioned agency on Twitter at SXSW Interactive 2016

- Rosarium Productions | 1/19 - present

Founder & Executive Producer

· Founded volunteer production company bringing exceptional video services, at low to no cost, to progressive political candidates and organizations in New York State
· Spearheaded first production of high-profile call-to-action video featuring state senator Julia Salazar, over the course of one week on zero budget
· Led communications and social strategy on behalf of organization

- Freelance (Film) | 8/17 - present

Producer & AD

· Led music video production for up-and-coming pop musician Ms. White, from staffing cast and crew to assisting in storyboard creation; projects have premiered in major publications such as Billboard Magazine
· Created call sheets, shooting schedules, and related assets to manage shoots on-site and remotely for music videos, web series, and short films



Awards

Austin Film Fest Screenplay Competition
Second Round, 2021

Sundance Feature Film Lab
Semifinalist, 2020

McSweeney's Internet Tendency
Published contributor, 2016



Interests

David Lynch films
Ceramics (wheel-throwing)
Boxing
The Sopranos
Dungeons & Dragons

Software Skills



Languages

