

MADISON RICHARDS

PROJECT PLANNING & MANAGEMENT

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Strategic marketing and project management professional with 10 years of experience driving brand growth, leading multi-agency infrastructure initiatives, and delivering high-impact creative content. Combines expertise in digital marketing, business development, and stakeholder coordination to support scalable growth and community-focused outcomes.

AREA OF EXPERTISE

Creative Content Production
(Photography, Videography & Design)

Integrated Marketing Strategy

Project Management & Cross-Functional Leadership

Microsoft 365

Sales & Revenue Growth

KEY ACHIEVEMENTS

- **Secured and managed governmental grant funding** (BIA Roads Program) while coordinating with county road commissions to advance a \$3M infrastructure project improving safety and accessibility for community elders.
- **Managed multi-agency infrastructure projects** from planning through execution, coordinating stakeholders, ensuring regulatory compliance, and aligning funding with long-term community development goals.

PROFESSIONAL EXPERIENCE

Project Planner, Little River Band of Ottawa Indians Government

2025 - Present

- Secured and managed governmental grant funding through the BIA Roads Program, supporting critical infrastructure initiatives
- Coordinated with county road commissions and agencies to advance a \$3M road project improving safety for community elders
- Led multi-agency collaboration between Tribal leadership, engineers, MDOT, and federal partners
- Oversaw permitting, compliance, and regulatory alignment for transportation and infrastructure projects
- Managed projects from planning through execution, ensuring timelines, budgets, and stakeholder priorities were met

Marketing Director, Century 21 Northland

2023-2025

- Built and launched the first in-house marketing department, scaling operations across 8 office locations
- Increased lead generation and agent engagement through strategic multi-channel campaigns
- Developed standardized marketing systems and templates, improving efficiency and brand consistency
- Led rebranding and community-focused campaigns to strengthen market presence in Northern Michigan
- Managed digital, print, and social marketing efforts to support recruitment, listings, and company growth

Brand Manager, Left Coast Holdings

2021-2023

- Drove 60% revenue growth through SEO, digital marketing, and brand positioning strategies
- Launched and scaled a niche lifestyle brand, capturing an underserved market segment
- Secured strategic partnerships and sponsorships, increasing B2B sales and retail opportunities
- Directed creative development including packaging, branding, and visual identity
- Managed multi-channel campaigns across social media, email, and digital platforms to drive engagement and sales

EDUCATION

Bachelor of Science, Marketing

Master of Science, Project Management - *In Progress*

Southern New Hampshire University

- Strategic Planning & Execution: Drive data-informed strategies aligned with business goals.
- Marketing Analytics & Brand Strategy: Use insights to build brands and optimize performance.
- Stakeholder & Project Management: Lead teams and deliver projects on time and within scope.