

Stacey Maddox

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PROFESSIONAL SUMMARY

Brand and marketing leader with 15+ years driving brand growth, digital marketing, content strategy, and lead generation across real estate, healthcare, nonprofit, agency, and entrepreneurial environments. Award-winning creative who has led a full rebrand and website redesign, grown video and social audiences, and built B2C lead generation, CRM automation, and B2B partner marketing programs. Experienced in Google Analytics, Google Ads, and Search Console, with a current focus on SEO, AEO, and AI search visibility.

CORE COMPETENCIES

Brand Strategy | Brand Growth | Creative Direction | Copywriting | Content Strategy | Video Marketing | Digital Marketing | Social Media Strategy | SEO / AEO / GEO | Email & SMS Marketing | CRM Automation | Paid Advertising | Lead Generation (B2C & B2B) | Sales Enablement | Analytics & Optimization | Team Leadership | Project & Vendor Management | AI-Enhanced Marketing

TOOLS & PLATFORMS

Creative: Adobe InDesign | Adobe Photoshop | Adobe Illustrator | CapCut

Marketing & Analytics: Google Analytics | Google Ads | Google Search Console | Yoast SEO | Google Business Profile | Meta Business Suite | YouTube Studio

CRM & Automation: Salesforce | HubSpot | High Level | Mailchimp | Constant Contact

Web & Productivity: WordPress | Monday.com | Slack | ChatGPT | Microsoft Office

CERTIFICATIONS

Google Analytics Certification

Google Ads Search Certification

Digital Marketing Science Certificate | University of Texas at Austin McCombs School of Business

EXPERIENCE

The Schrader Group - Brokered by eXp Realty

San Antonio, TX | 2018 - Present

Marketing Director

Lead brand strategy, digital marketing, content, and B2C/B2B lead generation across social, SEO, video, CRM automation, and paid media.

- Own brand strategy, positioning, and messaging; led a full company rebrand and website redesign focused on UX, SEO, and conversion optimization. The site now attracts 6,000–9,000 monthly visits.
- Launched and produce an original video series with 179+ episodes featuring industry experts, builders, referral partners, and local businesses, overseeing scripting, production, SEO, and publishing. Since 2022, grew the YouTube channel to 2.7K subscribers and 1,700+ videos while increasing Facebook and Instagram audiences by 75%.
- Lead direct-to-consumer acquisition across Google and Meta advertising, third-party lead platforms, email, and CRM-driven email/SMS nurture; paid social generates 4,000+ monthly website visits at less than \$0.20 per visit.
- Created an automated email and SMS review-request process and monthly accountability program that, combined with team outreach, grew Google Business Profile reviews from 12 to 548 while maintaining a 4.9-star rating.
- Developed brand strategy, messaging, and multi-channel marketing for proprietary Buyer Programs across presentations, brochures, landing pages, video, digital advertising, and email, enabling B2B business development with 12+ builder partners across hundreds of San Antonio-area communities.
- Direct content strategy across SEO blogs, website copy, photography, and print collateral, including structuring content for AI search visibility through AEO/GEO; manage print production and external vendors from file preparation through delivery.
- Provide marketing support across a 20+ person organization, managing diverse needs spanning listings, content, lead generation, business development, and client marketing. Established Monday.com workflows to organize production; direct a videographer and social media coordinator, coordinate with two photographers, and deliver monthly digital marketing analytics reports to leadership.

Cenikor Foundation

Marketing Coordinator

Houston, TX | 2015 to 2018

Supported strategic marketing, communications, and brand development for a nonprofit behavioral health organization spanning nine treatment facilities and 25+ recovery programs across Texas and Louisiana.

- Supported integrated marketing and advertising campaigns to strengthen brand awareness, community engagement, and program visibility across multiple locations.
- Developed and implemented the organization's social media strategy, increasing digital engagement and brand consistency.
- Contributed to website redesign and content optimization to improve user experience and digital presence.
- Created internal and external marketing communications including annual reports, brochures, newsletters, email campaigns, promotional materials, fundraising collateral, and executive communications.
- Supported fundraising initiatives and special events through donor-facing communications, event marketing, and promotional campaign development.
- Led copywriting, editing, creative concept development, and design execution for organizational campaigns and branded communications.
- Managed vendor relationships, production timelines, and budget-conscious marketing execution while identifying cost-saving opportunities.

CEY Designs

Owner/Creative Director

Colorado & Texas | 2009 to 2019

Founded and operated an independent branding and design business delivering brand identity, print and web design, and creative communications for healthcare, oil & gas, nonprofit, disaster recovery, retail, restaurant, and real estate clients.

- Designed brand identity systems, brochures, advertising, presentations, and promotional collateral, directing each project from concept through print production.
- Designed, built, and maintained client websites, supporting usability and brand consistency.
- Partnered with business owners and executives to translate brand positioning and audience goals into campaigns and marketing materials.
- Managed social media content and promotion for select clients to increase visibility and engagement.
- Wrote press releases and developed collateral for client events and launches.
- Managed multiple concurrent projects, budgets, vendors, timelines, and client relationships.

ADDITIONAL MARKETING & CREATIVE EXPERIENCE

Lead Graphic Designer

Minuteman Press | Katy, TX | 2013–2014

Graphic Designer

Northern Colorado Communications Group | Greeley, CO | 2004–2006, 2008–2009

Lead Graphic Designer

O2 Communications | Grand Junction, CO | 2007–2008

Marketing & Advertising Coordinator

Bray Real Estate | Grand Junction, CO | 2006–2007

Marketing Assistant

RE/MAX Two Rivers | Grand Junction, CO | 2002–2006

Junior Graphic Designer

Muir Agency | Colorado Springs, CO | 2000–2002

EDUCATION

Colorado Mesa University

Bachelor of Arts in Mass Communications, Public Relations

Art Institute of Seattle

Associate of Applied Arts in Visual Communications, Graphic Design

AWARDS & RECOGNITION

Texas Association of Builders

Best Website (2020)

Best Sales Brochure (2020, 2022)

Best Email Campaign (2022)

Best Sales Brochure (2026)

Greater San Antonio Builders Association

Best Social Media Campaign (2021, 2022, 2023, 2025)

Best Sales Brochure (2023)

Best Direct Mail Piece (2025)