

# TORI ZANDER MADDUX

Multidisciplinary Marketer

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📍 tzm.co

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## EXPERIENCE

### Frogslayer

2023–PRESENT

*Senior Content Marketing Manager*

- Spearheaded the end-to-end production, design, and distribution of the firm's inaugural 80-page annual report; managed a multi-channel campaign (organic and paid) to promote the premium content across digital and print mediums.
- Directed the company's first trade show exhibition, coordinating custom booth design with external vendors, managing complex logistics for 300lb equipment transport, and overseeing a high-touch "barista on-site" attendee experience.
- Overseeing a comprehensive firmwide brand redesign, managing the migration of all online listings, social platforms, and internal materials to ensure total brand consistency.
- Manage and execute B2B tech content calendars for the entire brand, leading the strategy and production of blogs, social media, whitepapers, podcasts, and video to generate leads.
- Research and craft specific messaging for target ICPs and personas, utilizing AI tools to build scalable writing style guides that align software solutions with client pain points.
- Plan and manage logistics for the referral partner community, including agenda development, travel coordination, and registration communications.

### Education Service Center Region 12

2023

*Multimedia & Content Specialist*

- Managed research and acquisition efforts on a dynamic two-way communications software to facilitate relationships between education specialists and educators in districts.
- Facilitated a website design initiative including focus groups and user testing to optimize user experience and seamless navigation of services.
- Implemented a project management strategy based on a strategic initiative to outline work on a macro and micro scale to ensure goals are being met over time.

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## EDUCATION HISTORY

### Texas A&M University, Mays Business School

2024–2026

*Master of Science in Marketing*

### Texas Tech University

2018–2021

*Bachelor of Arts in Communications*

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## SKILLS

- Project Planning & Coordination
- Claude Code + Design
- Vendor Management
- Agile & Waterfall Methodologies
- Executive Communication
- Adobe Suite/Canva/CapCut
- Relationship & Community Building
- Team First Mentality