# Maddux Gremaux

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Marketer of nearly three years coordinating press, presentations, events, and photography for a developer's four properties. Background spans media pitching, partnership pitch decks, brand guidelines, and HubSpot CRM management.

## EXPERIENCE

**Marketing Lead and Business Operations**, Culdesac Inc., Tempe, AZ **May 2025 – Present**

*Real estate developer behind Culdesac Tempe, the first car-free neighborhood built from scratch in the U.S.*

- Led marketing for four properties (400+ residential units, 20+ retail tenants) on a $130K+ annual budget, allocating spend through monthly cost-per-lead and cost-per-lease reporting by channel (200–260 leads/month at Culdesac Tempe).
- Ran press relations across 65+ earned placements since May 2025, including The Daily Show, Good Morning America, ABC News, BBC Travel, CNN Travel, and YouTube creator features (2.7M+ views), pitching targeted outlets around project milestones and driving 8–10x web traffic and leads.
- Built decks, briefings, or talking points for 12 leadership speaking engagements, including keynotes for the Arizona Association for Economic Development and American College of Construction Lawyers (175+ attendees each), and supported pitch decks and one-pagers for potential development partnerships.
- Led, coordinated, or wrote CEO briefings and talking points for 20+ tours and panels on parking minimums and zoning reform, reaching 40+ elected officials and transportation demand management leaders from Google, Walmart, Stanford, and AECOM.
- Managed the company LinkedIn and email newsletters for 350+ residents and a 250-person prospect list, plus event and open house invitations to a 300-person townhome interest list.
- Drew 800–1,000+ attendees per month to vendor markets with Instagram ads (1.5M+ views) and cut vendor-management time from 30–40 hours to under 5 per market with an AI-assisted system: Instagram auto-replies, an Apps Script CRM, and status-triggered emails.
- Connected HubSpot to other teams' tools with Zapier automations, keeping leads visible and easy to act on across the company, and led marketing through two Yardi/Entrata software migrations.
- Launched marketing for 41 new-construction townhomes across two Atlanta communities: shot photography and drone video, built the website with AI-assisted coding, and ran email outreach and launch events.
- Repositioned La Paloma, a newly acquired 84-unit apartment community: built a new website, refreshed listings, and ran a review program that raised its Google rating from 3.4 to 4.3 in 3 months.
- Produced 245+ Instagram reels on car-free living and people-first design (6.5M+ organic views, two over 1M).

**Marketing Intern**, Culdesac Inc., Tempe, AZ **December 2023 – May 2025**

- Supported a company rebrand: new leasing brochures and merch, photographer coordination, updated talk tracks for press, leasing, and internal channels, and distilled brand guidelines for internal communications.
- Produced the video and wrote the winning submission for Culdesac's Art in Public Spaces award at the 2024 Arizona Forward Design Awards, working with the artist to showcase public art across the neighborhood.
- Coordinated press visits and outreach behind 40+ earned media placements, including The New York Times, PBS NewsHour, CNBC, Dwell, Business Insider, and Monocle.
- Managed social media to build awareness and leasing demand for a car-free community, including a viral reel that drove 1M+ organic impressions and 28K profile visits in 30 days.

**Constituent Services Intern**, City of Phoenix Mayor's Office, Phoenix, AZ **August 2023 – December 2023**

- Managed daily constituent correspondence across email, phone, and voicemail for the Mayor's Office.
- Drafted 15 mayoral proclamations recognizing community organizations, events, and milestones.
- Documented City Council meetings, producing detailed notes for the Mayor's team.

## EDUCATION

**Arizona State University**, Tempe, AZ **May 2025**

Bachelor of Arts, Sustainability (Urban Dynamics track), magna cum laude, 3.66 GPA
Certificate, Geographic Information Science

## SKILLS

**Marketing:** Event planning, presentations and pitch decks, email newsletters, media relations, brand guidelines, copywriting, market research, performance reporting, project management
**Marketing technology:** HubSpot CRM, Zapier, Google Ads, Meta Ads Manager, Google Business Profile, Webflow, Apps Script
**Creative:** Adobe Photoshop, Illustrator, Lightroom, Premiere Pro, InDesign; photo, video, drone; AI-assisted web development