

**Madison Byrum**

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Madison Byrum

PROFILE

Creative and purpose-driven content creator based in Hawai'i with a background in modeling, marketing, and visual storytelling. Passionate about crafting engaging vertical video content that feels fresh, playful, and aligned with modern brand voices. Adept in video editing, trend research, and brand messaging with a strong eye for aesthetics and tropical-inspired content.

SKILLS

- Vertical Video Creation (Reels, TikTok, YouTube Shorts)
- Video Editing (CapCut, Lightroom)
- On-Camera Presence & Modeling
- Social Media Strategy & Trend Forecasting
- Brand Voice Adaptation
- Marketing & Branding Principles
- Photography & Aesthetic Direction
- Time Management & Multitasking

EXPERIENCE**Freelance UGC Content Creator**

(Self-Employed) — October 2023–Present

- Create scroll-stopping short-form content for Instagram, TikTok, and YouTube Shorts
- Align creative with brand aesthetics and tone, emphasizing playful, modern visuals
- Shoot and edit high-quality video and photo content to increase brand awareness
- Collaborate with small businesses and eco-conscious brands on content strategies
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Social Media Management Assistant

Leeward Community College — May 2024–Present

- Support campus marketing with original video/photo content
- Assist with social media campaigns, audience engagement, and analytics tracking
- Focus on event promotion, sustainability initiatives, and student life storytelling
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Consumables Expert / Retail Team Member

Target, Honolulu, HI — April 2020–October 2023

- Maintain product flow, cleanliness, and guest service in a high-volume retail setting
- Fulfill and distribute online orders efficiently

EDUCATION

Leeward Community College, Pearl City, HI

A.A. in Business Management & Entrepreneurship (In Progress) — Aug. 2023–Present

- Focus on marketing, content strategy, and brand development
- Completed a course project in Social Media Management

Makana Esthetics Wellness Academy, Honolulu, HI

Licensed Esthetician Certificate — Jan. 2022–June 2022

- Completed 600-hour esthetics program with top marks
- Studied skincare, anatomy, and customer care

AWARDS & HONORS

- Nominated for Employee of the Year, Leeward Community College, 2025
- Phi Theta Kappa Honor Society Eligibility – Top 10% of Leeward CC Students

VOLUNTEER EXPERIENCE

- Whale Counting Volunteer, NOAA (Oahu)
- Beach Cleanups, Various Locations Across Oahu

PORTFOLIO

<https://madisonbyrumugc.my.canva.site/>

References

Tad Saiki — Head of Marketing, Leeward CC (808) [PHONE]

Victoria Wenning — Instructor, Makana Wellness Academy
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Matthew Rubonal — Instructor, Makana Wellness Academy
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Alexandra Huffman — Target Team Lead
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