

MATCHING CAPITAL WITH OPPORTUNITY



Pacific Oak Capital Markets

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Madalyn Redlinger

Director of Marketing

As the Director of Marketing for Pacific Oak Capital Markets, Madalyn oversees the marketing programs that effectively describe and promote the organization, with an emphasis on brand strategy, message development, and execution. She is also responsible for the in-house creation of unique and compelling marketing collateral for Pacific Oak Capital Markets offerings; including email campaigns, virtual events and webinars, web direction and additional marketing initiatives. She works closely with all team members, managing the day-to-day marketing needs, while providing leadership to the marketing team. She has over 12 years of experience as a strategic marketing professional specializing in brand and creative development.

Madalyn received her Master's in Branding from the School of Visual Arts in New York City and earned her bachelor's degree from California State University, Fullerton where she majored in Graphic Design and minored in Advertising. She enjoys exploring U.S. National Parks with her husband as they work towards their lifetime goal of visiting all National Park Units.

Education

BFA Graphic Design & Advertising – California State University Fullerton
MFA Branding – School of Visual Arts, New York



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