# *Madeleine Arch*

Associate Creative Director, Art
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madeleinearch.com

## *Awards*

Clio Award | 2022
D&AD | 2022 & 2021
Cannes Lion | 2021
Merit NE Hatch Award | 2019

## *Education*

Boston University | Class of 2019

College of Communication
BS in Mass Communication
Focuses in Advertising & Art History

College of Fine Arts
Minor in Visual Arts

UROP Research Grant Scholar | 2016- 2017
Art Administration London Program | 2017

## *Skills*

Creative Direction, Art Direction, Graphic Design, 360 Campaign Ideation, Brand Design, Social Media, Print Ads, Emails, TV Ads, OOH, Print Ads, Collage, Illustration, Video Editing, Typography, Package Design, Public Speaking

## *Software*

Photoshop, Illustrator, InDesign, Premiere, After Effects, Sketch, Figma, Microsoft Suite, Google Suite

## *Interests*

Oil Painting, Thrifting, Theatre, Concerts, Walking, Plants, Cooking, Art Vending, Running, TV

## *Experience*

Freelance | Sirius XM, Theatrely, Depop, etc.

Associate Creative Director, Art | Spring 2026 - Present

Sirius XM | Fall 2026
Theatrely | Fall 2025 - Present
Mother Social | Spring 2026 - Present
Depop | Summer 2026
Amazon Alexa | Summer 2026
Vanitas Short Film | Fall 2023

T&Pm | Audible, Amazon Astro

Associate Creative Director, Art | July 2024 - April 2026
Senior Art Director | Feb 2023 - June 2024

+ Concepted, directed, and designed bespoke Social for Audible across the US, Global, Campaigns, and Awards work streams.
+ Managed, led and mentored a creative team of 10 with emphasis on skill development and professional growth.
+ Directed and created Audible 2025 video design system increasing engagement and instilling trust with clients.
+ Favored for special projects and new business pitches for prospective clients such as Amazon Astro paid social, which we won.
+ Launched and led Internship Program, Summer 2025.

Dentsu | Burger King, Culligan, Amway

Senior Art Director | Oct 2021 - Feb 2023

+ Led organic social and website design for clients, such as Burger King, Culligan Water, Amway, Atkins, and Chapstick for the performance creative team.

Area 23 | Columbia Journalism Review, Lilly

Art Director | June 2020 - Oct 2021
Junior Art Director | July 2019 - May 2020

+ Concepted and pitched a Google chrome extension that identifies dangerous online interactions for youth users.
+ Won a Cannes Lion for Graphic Design for 'The Inevitable News,' a project which calls attention to gun violence.

McCann | GSK

Graphic Design Intern | June 2019 - July 2019

Pontone Gallery | Malcolm Liepke, Iain Faulkner

Art Gallery Intern | Sept 2017 - Dec 2017