

# MADELEINE ARCH

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Art Director  
New York, NY  
madeleinelarch3@gmail.com  
madeleinearch.com

## EDUCATION

Boston University | Class of 2019

**College of Communication**  
BS in Mass Communications  
Focus in Advertising  
Focus in Art History

**College of Fine Arts**  
Minor in Visual Arts

London Study Abroad | Fall 2017  
2 UROP Research Grants | 2017

## AWARDS

Clio Award | 2022  
D&AD | 2022, 2021  
Silver & Bronze Cannes Lion | 2021  
Merit | NE Hatch Awards | 2019

## SKILLS

**Software** | Adobe Creative Suite, Sketch, Figma, Invision, Microsoft Suite, G Suite, Later, etc.

**Hard Skills** | Digital & Print Design, Branding, Illustration, Oil Painting, Website Design, Campaign Concepting, Presentation Writing and Design, Retouching, Motion, Photography, Storyboarding

**Interests** | Oil Painting, Concerts, Boba, Pasta Making, Plants

## ART & DESIGN EXPERIENCE

### **Dentsu**

Senior Art Director | Oct 2021 - Present

Concepts, creates, and optimizes social media and website content for clients such as Burger King, Culligan, Atkins, and Amway in collaboration with the UX and Creative teams.

Outsourced regularly to various teams, clients, and special projects in favor wide-skill range.

Participates in workshops and trainings frequently to sharpen my understanding of the ever-changing media landscape; most recently *Tiktok University* and Twitter's *Flight School* where I was awarded Most Valuable Participant.

### **Area 23**

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

Generated and designed creative concepts for clients such as the American Medical Association, Eli Lilly & Co, and GSK.

Identified opportunities to maximize concept and design across 360 campaign platforms in collaboration with clients, vendors, and other departments.

Pitched a Google Chrome Extension, for a non-profit client, which utilizes natural language processing algorithms to analyze and identify dangerous online interactions.

### **MRM McCann**

Art Direction Intern | June 2019 - July 2019

Built relationships with mentors, participated in workshops, and attended networking events which helped facilitate my professional growth.

### **Freelance Brand Design**

King Asante | March 2022 - June 2022  
Leafbread | Aug 2019 - Dec 2019

### **Pontone Gallery**

Art Administration Intern | Fall 2017