

Madeleine Arch

Senior Art Director

Brooklyn, NY

madeleinelarch3@gmail.com

madeleinearch.com

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

London Study Abroad | Fall 2017

2 URQP Research Grants | Fall 2016 -
Summer 2017

Awards

Clio Award | 2022

D&AD | 2022 & 2021

Silver & Bronze Cannes Lion | 2021

Student Merit NE Hatch Award | 2019

Skills

Broad Skills

Ideation, Digital Design, Social Media,
Branding, Print Design, Illustration,
Art Direction, Production, OOH.

Hard Skills

Concepting, Public Speaking,
Presentation Writing, Web Design,
Mockup Creation, Storyboarding,
Retouching, Motion Design.

Software

Photoshop, Illustrator, InDesign,
Premiere, Audition, After Effects,
Lightroom, Sketch, Figma, Invision,
Microsoft Suite, Google Suite,
Monday.com, etc.

Experience

The & Partnership

Senior Art Director | Feb 2023 - Present

Concepts, directs, and produces for the Audible US and
Audible Pottermore content streams for organic social.

Manages junior members of the creative team with
emphasis in skill development and professional growth.

Favored for special projects and new business pitches
with prospective clients such as George Dickel, Fossil,
Monkey Shoulder, and Amazon Astro; which we won.

Dentsu

Senior Art Director | Oct 2021 - February 2023

Created social media and website pages for clients
such as Burger King, Culligan Water, Amway, and Atkins
in collaboration with UX team.

Outsourced regularly to teams and special projects
outside typical scope in interest of wide skill set.

Area 23

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
that gained attention of our CCO.

MRM McCann

Art Direction Intern | June 2019 - July 2019

Freelance

Vanitas Short Film | Spring to Summer 2023

King Asante | Spring to Summer 2022

Pontone Gallery

Art Administration Intern | Fall 2017