

Madeleine Arch

Associate Creative Director, Art
Brooklyn, NY | London, UK
madeleinearch3@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

2 UROP Research Grants

Awards

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

Skills

Ideation, Organic Social, OOH,
Print Design, Brand Design, Web
Design, Illustration, Storyboarding,
Retouching, Motion Design, Critique,
Public Speaking, Client Relations

Software

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

Interests

Oil Painting, Film & Television,
Thriftig, Concerts, Walking,
Plants, Cooking

Experience

T&Pm - Audible, Amazon Astro		
Associate Creative Director	July 2024 - Present	
Senior Art Director	Feb 2023 - June 2024	
+ Concepts, directs, and designs bespoke Organic Social for Audible across the US, Pottermore, Global, Campaign, ACX, and Cannes workstreams.		
+ Leads and mentors creative team of 10 with emphasis in skill development and professional growth.		
+ Creates, translates, and evolves ToV and Design of Audible brand for social.		
+ Favored for special projects and new business pitches for prospective clients such as Amazon Astro Paid Social; which we won.		
Dentsu / Burger King, Culligan Water, Amway, Atkins, etc.		
Senior Art Director	Oct 2021 - February 2023	
+ Led organic social and website design projects for clients such as Burger King, Culligan Water, Amway, Atkins, and Chapstick for performance creative team.		
+ Was outsourced regularly for special projects outside the typical scope in interest of wide skill set.		
Area 23 / Eli Lilly & Co, GSK, Columbia Journalism Review		
Art Director	June 2020 - Oct 2021	
Junior Art Director	July 2019 - May 2020	
+ Conceived 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.		
MRM McCann / GSK		
Art Direction Intern	June 2019 - July 2019	
Freelance		
Theatrelly	Fall Preview Imagery	
Vanitas Short Film	Film Poster	
King Asante	Branding	
Pontone Gallery / London, UK		
Art Administration Intern	Fall 2017	