

Madeleine Arch

Associate Creative Director, Art
Brooklyn, NY | London, UK
madeleinelarch3@gmail.com
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, TV Ads, OOH,
Print Ads, Collage, Illustration,
Typography, Package Design, Critique,
Public Speaking, Client Relations

Software

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

Interests

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

Experience

Freelance Theatrely, Depop, etc.	New York, NY
Associate Creative Director, Art	Fall 2019 - Present
Theatrely	Fall 2025 - Present
Mother Social	Spring 2026 - Present
Depop	Summer 2026
Amazon Alexa	Summer 2026
Vanitas Short Film	Fall 2023
King Asante	Fall 2022
Leafbread	Fall 2019

T&Pm Audible, Amazon Astro	New York, NY
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.	
+ Created, translated, and evolved ToV and Design of Audible brand for social media.	
+ 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	New York, NY
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	New York, NY
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	New York, NY
Art Direction intern	June 2019 - July 2019

Pontone Gallery Malcolm Liepke, Iain Faulkner	London, UK
Art Gallery Intern	Sept 2017 - Dec 2017