

# madeline beard

MADELINEBEARD.COM

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## EDUCATION

**AMERICAN UNIVERSITY**  
*May 2014*

B.A. Graphic Design  
B.A. Public Communication  
Double Major

CGPA: 3.7; Summa Cum Laude

## SKILLS

Photoshop 

InDesign 

Illustrator 

Final Cut Pro 

Dreamweaver 

After Effects 

## INTERESTS

Mobile App Development

Creative Strategy

Hand Lettering

Branding

Entrepreneurship

Virtual Reality

Filmmaking

Writing

## EXPERIENCE

**FORD MODELS, INC.**  
*Art Director*

**NEW YORK, NY**  
*June 2016 – Present*

Oversee the creation of brand collateral, including advertising, invitations, fashion show packages, press kits, marketing collateral, apparel, emails, and all social media

Created the Ford Industry mobile app and web platform; managed an international team of developers and built beta version of the platform in six months

Manage a junior graphic designer and outside vendor relationships, including printers and photographers

Work with all divisions of the company to execute artistic vision and voice for the brand

*Graphic Designer*

*January 2015 – June 2016*

Collaborated with digital marketing manager to ideate and execute social media campaigns and model promos

Created Ford Brand Guidelines to establish, implement and maintain company-wide brand standards

Designed various specialty web and print projects including e-blasts, invitations, apparel, posters, and slide deck presentations

Color-corrected and retouched editorial scans and photography

Updated model comp cards, digital pages, and profiles on Ford website

Coordinated and managed collateral orders (e.g. comp cards, print invitations, apparel) from roster of printers and vendors for all U.S. offices

**TRUMP INTERNATIONAL REALTY**  
*Marketing Coordinator & Graphic Designer*

**NEW YORK, NY**  
*May 2014 – January 2015*

Collaborated with 25+ real estate agents to produce targeted luxury marketing collateral, including postcards, brochures, advertisements, and event invitations

Worked closely with TIR President and Trump Organization Marketing team to craft and execute digital and print-based marketing strategies