

# madeline beard

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## SKILLS

### DESIGN/SOFTWARE

Photoshop

InDesign

Illustrator

Final Cut Pro

Google Web Designer

HTML/CSS

After Effects

Asana

### STRATEGY

Social Reporting & Analytics

Branded Content  
Development

### PROJECT MANAGEMENT

Business Process  
Improvement

Project Scheduling

Team Collaboration

## EDUCATION

### AMERICAN UNIVERSITY

B.A. Graphic Design  
B.A. Public Communication

Summa Cum Laude

## EXPERIENCE

### MB CONSULTING

*Contract Art Director & Brand Strategist | June 2019 – Present*

- Provides creative and strategic services to 6 clients including a marketing firm, skincare brand, CPG startup and several creative agencies; specializes in brand strategy and visual identity for startups and small businesses

### DELOS

*Contract Graphic Designer | September 2018 – June 2019*

- Designed web and print-based collateral for wellness real estate company Delos; projects included presentations/pitch decks, Mailchimp email templates, manuals, sell sheets, packaging, logos and signage
- Redesigned and built new Delos company website in one month using Wordpress page builder and HTML/CSS customizations; stakeholders included Chief Marketing Officer and company founder/CEO

### FAMLEIGH, INC.

*Project Manager | January 2018 – July 2018*

- Implemented strategic project management system for new-to-market vegan soup brand, FAWEN Ready-to-Drink Soup
- Streamlined multidisciplinary projects across Marketing, Art, Sales, Finance and Production departments
- Defined scope including goals, deliverables, project plan and budget for projects, and managed communication with third party contractors and leadership

### WILLIAMS NEW YORK

*Contract Project Manager | July 2017 – December 2017*

- Managed live marketing for six luxury real estate properties including print and digital ad creation, communication with all project stakeholders (clients, vendors and media buyers) and tracking media deadlines

### FORD MODELS, INC.

*Art Director | June 2016 – July 2017*

- Led a team of three including a junior graphic designer and two social content creators to produce all company brand collateral; reported directly to CEO to set goals and execute artistic vision for the brand
- Created the Ford Industry mobile app and web platform; worked alongside an international team of developers and built beta version of the platform in six months
- Supervised development and implementation of social content strategy; new strategy resulted in a 150,000 follower increase on Instagram over 10 months

*Graphic Designer | January 2015 – June 2016*

- Produced Ford brand guidelines to establish, implement and maintain company-wide brand standards; designed specialty web and print projects including e-blasts, invitations, apparel, posters and slide deck presentations