

# MADELYNE adams

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## SUMMARY

*I'm a designer, hand letterer, and muralist who helps businesses and organizations create authentic, unique content that tells a story for increased visibility.*

## EDUCATION

Texas A&M University  
Aug 2009-May 2013  
Bachelor of Arts,  
English Rhetoric

## SKILLS

Hand lettering, illustration, & mural painting (commercial, interior & exterior).

Fluent in Adobe InDesign, Photoshop, & Illustrator. Proficient in Adobe Premiere & AfterEffects.

ACA Level 1 Certified Kayak & Stand Up Paddle Board Instructor

Whitewater Rescue, First Aid, & CPR certified

## PROFESSIONAL EXPERIENCE

### GOOD LETTERS DESIGN

Washington, D.C.

Graphic Designer, Muralist

Aug 2017 - Present

- Operates a design studio that works with B2B and B2C brands to create digital and print content, branding and identity, advertising and marketing collateral, infographics, typography, and motion graphics
- Leverages hand lettering and illustration skills to create unique content for brands and organizations in the form of print collateral, social media campaigns, and mural installations
- Designs, markets, and sells merchandise through an online shop and select wholesale retailers
- Previous clients include:



FACEBOOK

[solidcore]

AAP | ASSOCIATION OF AMERICAN PUBLISHERS

Mason Dixie  
BISCUIT CO

NMMA

National Marine  
Manufacturers Association



JOHNS HOPKINS  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

ice cream  
jubilee

### RECORDING INDUSTRY ASSOCIATION OF AMERICA

Washington, D.C.

Associate, Communications & Design

Nov 2016 - July 2019

- Worked with Creative Director to create print and digital materials for presentations, events, and social media
- Managed company website and existing social media accounts as well as researching and brainstorming content for new social media platforms
- Developed social media best practices, strategies, campaigns for Gold & Platinum program and RIAA
- Managed New Music Friday website, responsible for generating graphics and videos promoting new music releases

Communications Assistant

May 2015 - Nov 2016

- Served as executive assistant to the Executive Vice President of Communications & Marketing
- Helped coordinate, set up, and break down after Gold & Platinum concerts and events
- Assisted with Gold & Platinum program management, created graphics for social media celebrating artist achievements and database milestones