

# 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.

Fluent in Adobe InDesign,  
Photoshop, & Illustrator.

Proficient in Adobe  
Premiere & Keynote.

ACA Level 1 & 2 Certified  
Kayak & Stand Up Paddle  
Board Instructor.

Whitewater  
Rescue, First Aid,  
& CPR certified.

## PROFESSIONAL EXPERIENCE

Good Letters Design

Aug 2017–Present

### GRAPHIC DESIGNER

- Operates a design studio that specializes in print and digital social media, layout design, and marketing collateral for companies, campaigns, and individuals in the DC area and beyond
- Designs and paints message-driven murals and installations for both exterior and interior projects, managing team of vendors and assistants on multi-week projects
- Designs, produces, and markets a retail catalogue of 40+ SKUs with local and national distribution
- Previous clients include:



Recording Industry Association of America

### COMMUNICATIONS & DESIGN ASSOCIATE

Nov 2016–July 2019

- Worked on the Gold & Platinum program with major music labels and artist management teams on certifications, event planning and plaque presentations, and coordinating and executing social media campaigns
- Worked with Creative Director on print and digital materials for presentations, events, and social media
- Managed company website and existing social media accounts, researched and pitched new content ideas for social media
- Worked with Creative Director and Communications team to create content for web and print campaigns
- 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 EVP of Communications & Marketing
- Helped coordinate, set up, and break down after Gold & Platinum concerts and events