

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, murals
& sign painting.

Fluent in Adobe
Creative Suite (InDesign,
Photoshop, & Illustrator),
proficient in Adobe
Premiere, After Effects
& Keynote.

Experienced with
Microsoft Office (Word,
Excel, Powerpoint).

Background in copy
writing & editing.

PROFESSIONAL EXPERIENCE

Good Letters Design

Designer & Principal

Aug 2017–Present

- Operates a design studio that specializes in print and digital design such as layout design (white paper, annual reports), pitch decks (Powerpoint, Keynote, Google Slides), and marketing collateral (social media campaigns, email newsletter templates, branding, animation) for B2B and B2C companies
- Works in both long-term and short-term roles working with in-house marketing teams and creative agencies on retainer and on project-specific basis
- Designs and paints message-driven murals and installations for both exterior and interior projects, managing team of vendors and assistants on multi-week projects
- Previous clients include:

FACEBOOK

NJI

HIRSHHORN

NMMA
National Marine
Manufacturers Association

World
Central
Kitchen

AAP
ASSOCIATION OF AMERICAN
PUBLISHERS

Smithsonian
JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Phone2Action/Capitol Canary

Graphic Designer

July 2019–April 2021

- Reported to Creative Director and VP of Marketing to create digital and print design. Worked within established brand guidelines and completed a rebrand with updated website redesign, presentation templates, and email newsletter templates.
- Layout and designed white papers, one-pagers, and report design for sales team.
- Worked with development team on UX/UI testing and marketing rollout for new products.
- Created blog graphics, social media graphics, animation, graphics for A/B testing of marketing campaigns.

Recording Industry Association of America

Communications & Design Associate

May 2015–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 designing print and digital materials for presentations, events, and social media. Worked with Communications team to create original content for web, print, and social media.
- Managed company website and existing social media accounts, researched and pitched new content ideas for social media
- Served as executive assistant to EVP of Communications & Marketing
- Helped coordinate, set up, and break down after Gold & Platinum concerts and events