

Madeleine Arch

Associate Creative Director
Brooklyn, NY
madeleinelarch3@gmail.com
madeleinearch.com

Education

Boston University

Class of 2019

College of Communication
BS in Mass Communication
Focuses in Advertising & Art History

College of Fine Arts
Minor in Visual Arts

London Study Abroad | Fall 2017

2 URQP Research Grants | Fall 2016 -
Summer 2017

Awards

Clio Award | 2022
D&AD | 2022 & 2021
Silver & Bronze Cannes Lion | 2021
Student Merit NE Hatch Award | 2019

Skills

Broad Skills

Ideation, Digital Design, Social Media,
Branding, Print Design, Illustration,
Art Direction, Production, OOH.

Hard Skills

Concepting, Public Speaking,
Presentation Writing and Design,
Storyboarding, Web Design,
Retouching, Motion Design, etc.

Software

Photoshop, Illustrator, InDesign,
Premiere, Audition, After Effects,
Lightroom, Sketch, Figma, Invision,
Microsoft Suite, Google Suite,
Monday.com, etc.

Experience

The & Partnership

Associate Creative Director | July 2024 - Present
Senior Art Director | Feb 2023 - June 2024

Concepts, directs, and produces for the Audible US and
Audible Pottermore content streams for organic social.

Manages junior members of the creative team with
emphasis on skill development and professional growth.

Favored for special projects and new business pitches
with prospective clients such as George Dickel, Fossil,
Monkey Shoulder, and Amazon Astro; which we won.

Dentsu (Content Performance Team)

Senior Art Director | Oct 2021 - February 2023

Created social media and website pages for clients
such as Burger King, Culligan Water, Amway, and Atkins
in collaboration with the UX team.

Outsourced regularly to teams and special projects
outside the typical scope in interest of wide skill set.

Area 23

Art Director | June 2020 - Oct 2021
Junior Art Director | July 2019 - May 2020

Concepted and pitched a Google Chrome extension that
identifies dangerous online interactions for youth users.

MRM McCann

Art Direction Intern | June 2019 - July 2019

Freelance

Vanitas Short Film | Spring to Summer 2023

King Asante | Spring to Summer 2022

Pontone Gallery

Art Administration Intern | Fall 2017