

# Madelyn Olsen

✉ [madelynolsen@gmail.com](mailto:madelynolsen@gmail.com) ☎ +12108184787 [in](#) [🔗](#)

## Employment history

### Freelance, Freelance Graphic Designer

Aug 2013 – Present

Adobe Creative Suite Figma Webflow

- Making the world a more beautiful place, one brand at a time.
- Collaborate with clients to create a unique brand identity, ready-to-use brand guidelines, and develop marketing collateral, such as logos, and social media graphics.
- Design creative and compelling infographics, illustrations, print collateral, and websites for a variety of clients across multiple sectors and industries.

### SPS DGTL, Creative Director

Sep 2016 – Nov 2019

Adobe Creative Suite Google Analytics Airtable Excel Hubspot Hotjar Google AdWords  
Facebook Ads

- Translate marketing objectives into clear creative strategies.
- Manage the creative process from concept to completion.
- Establish and drive the overall creative vision for the SPS DGTL brand as well as those of our client projects.
- Strategize multi-platform social media content campaigns for numerous clients in a variety of industries.
- Hire, train, and oversee a staff of visual designers, copywriters, and web developers.
- Resolve design issues proactively, working closely with the creative team to develop and implement solutions.
- Manage creative approval process, present designs, and incorporate feedback to improve final products.
- Maintain client satisfaction by advocating for unique needs with creative, copywriting, and production teams.

### SPS DGTL, Client Success Manager

Jan 2016 – Aug 2016

Adobe Creative Suite Hubspot Facebook Ads Hootsuite

- Manage and schedule daily social media content for multiple clients in various industries.
- Create and maintain social content calendars for clients.
- Create social media platform-specific infographics, custom illustrations, and mini-videos.
- Establish the company's brand identity by creating various print & digital publication templates.
- Rebrand company website and establish an editorial protocol.

**Trinity Church San Antonio**, Communications Director

May 2014 – Jan 2016

Adobe Creative Suite

Facebook Ads

- Publish weekly print bulletin using InDesign.
- Create church and department graphics.
- Manage and schedule daily social media content.
- Weekly informational email to 700+ members.
- Support to office staff including content creation of correspondence or advertising, proofing, printing, filing, distribution of mail, parcels, and intra-office communications, management, and ordering of office supply.

**Roosevelt University Torch**, Graphics Editor

Jan 2014 – May 2014

Adobe Creative Suite

- Create infographics and graphics corresponding to stories.
- Design in-house advertisements.
- Manage and schedule staff photographers.
- Work closely with Layout Editor on weekly newspaper production.

## Education

**Roosevelt University** (Undergraduate Degree)

Journalism

- Member of Roosevelt University's Honors Program as well as the Kappa Chi Chapter of Lambda Pi Eta, the official Communication Studies honor society of the National Communication Association.
- Journalism degree combines hands-on professional courses and theoretical courses in online, broadcast, and print journalism to prepare for today's multimedia news environment.
- Completed two Editorial Internships at YourTango.com and Visions Event Studio.

## Snippets

### Launch Craft Beer Branding [↗](#)

I was the Creative Director and Lead Designer for the creative launch of V!VA Beer, a new craft brewery based in San Antonio, Texas. Design projects included: a custom "!" brandmark, original 3 beer cans, website, and establishing look & feel of social media graphics/photos.



### Establish CBD Startup's Brand Identity [↗](#)

I was the Creative Director and Lead Designer for the launch of Zen Gents, a CBD startup based in Anaheim, California, focusing on the millennial male demographic. Creative projects included: brand workshop, brand strategy, brand identity, brand voice/messaging, brand guidelines.



## More about me

### **In my next job it's important that...**

my workplace prioritizes respectful collaboration. I thrive in an environment that values creativity & collaboration and makes space for both group teamwork as well as solo design projects.

### **At work I'm best at...**

creative problem solving and visual storytelling. My specialty is translating business objectives into clear creative strategies and executing graphic design projects.

### **Right now I'm working as...**

a freelancer focused on helping small businesses and non-profits get off the ground.

### **Interests**

Hiking, traveling, recipe-free cooking, container gardening, & spending time with my pets.