

MADÉLINE BEARD

Account Director

PHONE 210.232.6812

EMAIL madeline@madelinebeard.com

WEBSITE madelinebeard.com

SKILLS

Software

Asana

Monday

Notion

Harvest

Forecaster

Adobe Creative Suite

Figma

Google Suite

Microsoft Office Suite

Slack

Keynote

Account Direction

Strategic Planning

Business Development

Budget & Resource Allocation

Proposal Writing

Project Scoping

Project Scheduling

EDUCATION

American University

B.A. Graphic Design

B.A. Public Communication

Summa Cum Laude

WORK EXPERIENCE

Account Director

TINYWINS | HYBRID (DENVER, CO) | OCTOBER 2023 - PRESENT

- Strategic account lead for national advertising efforts for agency's largest retainer client, Albertsons Companies, representing \$3 million in annual agency revenue
- Build key client relationships with influential decision makers by establishing thought leadership and overseeing creative campaign execution that led to a 100% increase in client's retainer for FY '24
- Responsible for all Pharmacy division creative output including innovative 360 marketing campaigns involving print, digital, photo, and video deliverables; as a direct result of this work, the Pharmacy division of Albertsons Companies was the fastest growing and most profitable division of the business for FY '23
- Manage one direct report (Project Coordinator) and indirect management oversight for broader agency team (including: Designers, Copywriters, Creative Directors, and Strategists)

Project Lead

TINYWINS | HYBRID (DENVER, CO) | OCTOBER 2022 - OCTOBER 2023

- Managed day-to-day operations of account creative projects including project planning, resourcing, goal setting, and delivery across 10 - 15 active work streams
- Led internal team of six creatives and served as direct point of contact to client marketing team of seven
- Identified and acquired over \$650,000 in additional new business opportunities with account in FY '23

Senior Project Manager

CENTER DESIGN STUDIO | REMOTE | MARCH 2021 - OCTOBER 2022

- Worked with Design Leadership to establish processes, roll out strategic initiatives and programs, and develop rules for documentation to improve efficiency across company
- Supported Founder and Managing Director on day-to-day business operations including resourcing/staffing, goal tracking and reporting, and new hire onboarding to scale the company
- Built a vibrant company culture through planning bi-annual team off-sites, monthly virtual team-building events, production of company swag, and holiday celebrations
- Led business development process, including pitching, lead tracking and proposal writing, with \$1.7 million in new business contracts closed during tenure at the company

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VOLUNTEERING

Chapter Leader

MOMS DEMAND ACTION
DENVER, CO
MAY 2023 - PRESENT

- Leads Denver city chapter of Moms Demand Action, a national organization that fights for public safety and gun violence prevention measures
- Oversees volunteer leadership team of nine members and facilitates community events, fundraising, and political actions across the Denver metro area
- Coordinates with state chapter leads to support state and national organizing efforts

WORK EXPERIENCE

Creative Director

AMY MCGRATH FOR SENATE | LEXINGTON, KY | DEC. 2019 - DEC. 2020

- Produced creative materials that directly raised the most money any Senate candidate has ever raised in a single election cycle, over \$88 million dollars
- Oversaw development and execution of 150 projects including all digital and physical deliverables for Amy McGrath's 2020 Senate race; managed a senior graphic designer
- Managed relationships and communication with key internal stakeholders, outside agencies, vendors, and contractors

Project Manager/Graphic Designer

FAMLEIGH, INC. | NEW YORK CITY, NY | JAN. 2018 - JUNE 2018

- Streamlined projects across Marketing, Art, Sales, Finance, and Production departments for new-to-market vegan soup brand, FAWEN Ready to Drink Soup; reported to CEO and CMO

Contract Graphic Designer

DELOS | NEW YORK CITY, NY | SEPT. 2018 - JUNE 2019

- Redesigned, built, and launched responsive company website in less than 30 days using Wordpress page builder and HTML/CSS customizations; stakeholders included CMO and founder/CEO

Contract Project Manager/Graphic Designer

WILLIAMS NEW YORK | NEW YORK CITY, NY | JULY 2017 - DEC. 2017

- Managed live marketing for 6 luxury real estate properties including print and digital ad creation, communication with all project stakeholders (clients, vendors, and media buyers), and tracking media deadlines

Art Director

FORD MODELS | NEW YORK CITY, NY | JUNE 2016 - JULY 2017

- Led a team of 3 including 1 junior graphic designer and 2 social content creators to produce all company brand collateral; reported directly to CEO to set goals and execute artistic vision for the brand

Graphic Designer

FORD MODELS | NEW YORK CITY, NY | JAN. 2015 - JUNE 2016

- Created the Ford Industry mobile app and web platform; worked alongside an international team of developers and built beta version of the platform in six months. App was later sold and became Swipecast.