



Wyandotte, Michigan 48192

{Willing to relocate.}



(248) 885-9152



m2.camp16@gmail.com



maddies.space

EDUCATION

BFA Entertainment Arts

College for Creative Studies
2019 - 2023

Fine Arts Foundations

Oakland Community College
2016 - 2018

SOFTWARE

Adobe Suites

- Illustrator
- After Effects
- Photoshop
- Indesign
- Premiere Pro
- Acrobat

Microsoft Suites

- Word
- PowerPoint

Other

- Google (Suites)
- Wix (Web Editor)

STRENGTHS

- Resourceful
- Organized
- Goal - Oriented
- Responsible
- Problem-solving
- Brand-conscious

MADISON CAMPBELL

Graphic Design | Motion Graphics | Animation | Illustration

WORK EXPERIENCE

Marketing/Business Coordinator

DiClemente Siegel Design Inc. (DSD)

October 2023 - Present | Southfield, MI

- **Brand Modernization & Media Strategy:** Led the redesign of firm-wide digital and print media assets, aligning branding across platforms to create a more approachable, consistent, and contemporary identity.
- **Content & Marketing Design:** Created a broad range of static marketing materials—including PowerPoint presentations, print collateral, digital graphics, branded apparel, and sticker. Tailored to specific platforms and audience needs. Oversaw design and production to ensure brand consistency across all physical and digital formats.
- **Procurement & Proposal Design:** Designed visually compelling proposal packages in response to RFPs and RFQs, effectively communicating DSD's qualifications while maintaining brand integrity. Developed modular proposal templates tailored to frequently requested content, ensuring clarity, readability, and alignment with the expectations of our clients.
- **Design System Standardization:** Reformed and systematized the company's visual identity by creating standardized templates, layout rules, and brand assets. Ensured consistent use of typography, color, and formatting across all proposals, internal materials, and the company newsletter.

AVC Technician

Audio Visual Center (AVC)

Sep 2020 - May 2023 | Detroit, MI

- **Equipment Management:** Oversaw and maintained a comprehensive collection of photographic and audio-visual equipment, enhancing my knowledge of professional-grade technology.
- **Inventory Oversight:** Methodically organized and counted equipment, utilizing an inventory management system to streamline asset tracking and optimize rental workflow, while maintaining record accuracy.
- **Customer Service Excellence:** Provided customer service, assisting with equipment selection and troubleshooting, ensuring a positive experience and fostering customer satisfaction.
- **Professional Development:** Thrived in a fast-paced environment, continually advancing technical expertise and honing my problem-solving capabilities.

PROJECTS

AHRO | Motion Graphic Designer | Aug 2023 - Dec 2023

Developed animation and backgrounds for video game cut scenes.

Magazine Cover | USDA News | 2023

Designed and developed magazine covers for:

- VOL XXXV, ISSUE 3 | JULY - SEPTEMBER (2023)
- VOL XXXV, ISSUE 4 | OCTOBER - SEPTEMBER (2023)
- VOL XXXVI, ISSUE 3 | JULY - SEPTEMBER (2024)
- VOL XXXVII, ISSUE 3 | JULY - SEPTEMBER (2025)

Logo Design | 76th National Square Dance Convention (NSDC) | 2024

curated and designed a multi use logo for a welcome booth at a dance convention in Loveland, Colorado.

Mobile Notary Fliers and Logo | JL Mobile Notary | 2023

Developed logo and fliers to the customers specifications and needs for distribution.