

Madison Naeve

Marketing Professional: Specializing in Visual and Content Strategy

(319) 929-8047 | madison.naeve@gmail.com | West Des Moines, Iowa

Experience

VGM Forbin

Visual Content Strategist Sept. '23 - Present

- Utilize Adobe Creative Suite to create engaging social media posts, print materials, email graphics, and web graphics for internal and client marketing efforts.
- Collaborate with designers and content strategists to develop impactful, high-quality graphics.

Graphic Design Intern May '23 - Sept. '23

- Designed social media graphics for internal and external marketing channels.
- Gained insights from experienced marketing professionals specializing in both home medical equipment and financial industries.

UNI College of Humanities, Arts and Sciences

Promotions Assistant May '22 - May '23

- Created digital and print promotional materials for the College of Humanities, Arts and Sciences.
- Created, edited, and produced materials including brochures, posters, programs, and postcards.

UNI Uprising Magazine

Graphic Design Director May '22 - May '23

- Collaborated with student photographers, designers, and writers to integrate their contributions into a visually cohesive final product for a student-run publication.
- Oversaw the design team to ensure the magazine's layouts were visually appealing and cohesive.

UNI American Advertising Association

Creative Director Jan '23 - Apr. '23

- Delegated and supervised the development tactical concepts and visualizations developed by a creative team of 14 for presentation at the National Student Advertising Competition.
- Led collaboration on the creative ideation of a multi-channel marketing campaign.

Art Director Jan '22 - Apr. '22

- Collaborated with teammates in creative brainstorming and design for a District Championship-winning campaign in the National Student Advertising Competition.
- Oversaw design work to ensure the campaign's visuals were on-brand and aligned with strategy.

Education

University of Northern Iowa

Interactive Digital Studies Major: Advertising and Visualization Emphasis, Marketing Minor

- Studied the integration of advertising principles to effectively engage consumers with graphics.

Skills

Graphic Design, Adobe Creative Suite, Social Media, Print Design, Digital Design, Art Direction, Creative Problem Solving, Collaboration, Positivity, Leadership, Organization, Futuristic

Links

madisonnaevedesign.com | [linkedin.com/in/madisonnaeve](https://www.linkedin.com/in/madisonnaeve)