

MADELINE ROSEMURGY



HELLO!

I'm Madeline, a Michigan-based creator and communicator. I have a curious mind and a good sense of humor. I'm an efficient and resourceful worker with a keen eye for detail. I survive on coffee and to-do lists. I'm drawn to geometric shapes, neutral colors, and bold ideas.

EDUCATION

Michigan State University
BA Creative Advertising, 2010–14
One Club Academic Scholarship, 2014

SKILLS

Design typography, layout, lettering, illustration, branding/identity, printing
Social Media Facebook, Twitter, Instagram; trends and best practices
Communication advertising, public relations, copywriting/editing, email marketing, social media strategy
Software/Tools Adobe Creative Cloud, Hootsuite, WordPress, Drupal, Squarespace, MS Office, Google Drive

EXPERIENCE

Communications Coordinator

Eli and Edythe Broad Art Museum, Aug 2012–Present

As Communications Coordinator I oversee all design requests from conceptualization to completion, including: brochures; reports; exhibition didactics; event branding; direct mail; posters/flyers; print and web ads; email marketing; and social media content. I work closely with printers and vendors to complete all projects on time and within budget. Additional responsibilities include managing the museum's social media accounts; using an editorial calendar to assist with consistent scheduling and strategic storytelling; utilizing Mailchimp to oversee all email marketing; maintaining the MSU Broad's website; and hiring and managing department interns and assistants. I ensure that all design and messaging is accurate, consistent, and adheres to brand standards. I am currently assisting the Director of Public Relations with a website and branding overhaul.

Freelance Designer

Madeline Rosemurgy, Aug 2012–Present

I am a freelance designer, working primarily for small businesses and arts and culture organizations including Eat Pomegranate Photography, a local commercial photographer, and River City MRKT, a series of art and craft pop-ups, as well as larger institutions such as the New Britain Museum of American Art. Projects include print and web design; identity and event development; and social media and email marketing consultation.

Creative Director

MSU Out of the Box, Sept 2013–May 2014

I co-created MSU Out of the Box, a student-run initiative to assist nonprofit organizations with their creative needs including web design, branding, social media, photography/videography, and more. Comprised of students in MSU's Media Sandbox, our goal was to get "out of the (sand)box" and into the real world while creating a documentary that explores how creativity connects us (screened at the 2014 Traverse City Film Festival). As the Creative Director, I developed the project's identity, designed its website and social media pages, and oversaw all promotion for the documentary premiere, as well as executed all design work for the nonprofits.

REFERENCES

Henry Brimmer Advertising Professor, MSU: hbrimmer@msu.edu

Min Jung Kim Director, NBMAA: kimm@nbmaa.org

Jake Pechtel Strategy Lead, TechSmith: jpechtel@gmail.com

Sandra Brown Membership Coordinator, MSU Broad: sandrab@msu.edu

SEE MY WORK madelinerosemurgy.com

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