

ANNE MADER CREATIVE DIRECTOR | BRAND CREATIVE LEAD

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PROFILE

Creative Director and Brand Creative Leader with 20+ years of experience developing integrated campaigns for national consumer and automotive brands. Conceptual thinker and hands-on art director with deep expertise in creative direction, brand strategy, CRM, digital, social, video, retail and integrated campaign development. Experienced leading multidisciplinary teams, presenting to senior stakeholders and guiding work from consumer insight and big idea through production and launch.

EXPERIENCE

Creative Director | RAPP | Oct 2025 - Present | Birmingham, Michigan

- Lead CRM creative across the General Motors portfolio, including Chevrolet, Buick, GMC, Cadillac, CarBravo, GM Rewards, GM Accessories and CCA, supporting brand and performance marketing initiatives.
- Direct and mentor art directors, designers and copywriters from concept through production, maintaining creative quality and brand consistency across GM brands.
- Partner with strategy and cross-functional teams to translate consumer insights, business objectives and CRM strategy into briefs, campaign concepts and connected customer experiences.

Creative Director | Goldfish Swim School Franchising, LLC | May 2022 - Sept 2025 | Troy, Michigan

- Led national brand creative across paid, owned, digital, social, retail and franchise channels for a rapidly growing consumer brand with 200+ locations.
- Built and led an in-house creative team, establishing standards, processes and scalable brand systems that strengthened consistency across a distributed franchise network.
- Translated brand strategy and business priorities into integrated campaigns supporting national marketing and local franchise growth; directed agency and production partners across campaign, photography and video execution.
- Partnered with marketing, operations and franchise stakeholders to balance national brand integrity with local market needs.

Associate Creative Director | MRM | Aug 2018 - May 2022 | Birmingham, Michigan

- Led integrated creative for GM Rewards and GM Rewards Cards, guiding major consumer launches across television, digital, CRM, web, dealer and retail touchpoints.
- Directed Cleveland Clinic's national awareness campaign, contributing to a 65% increase in awareness.
- Collaborated within GM's Innovation Lab on rapid-prototyping approaches that accelerated ideation and creative development; developed campaigns and new-business work for General Motors, KeyBank, General Mills, Verizon Connect and GM Canada.

Associate Creative Director | Organic | Mar 2014 - Aug 2018 | Detroit Metropolitan Area

- Led national integrated creative for Kimberly-Clark's Poise brand across television, print, digital, CRM, social and web.
- Directed digital and CRM campaigns for Cars.com, connecting brand storytelling with performance objectives; developed new-business concepts for Volkswagen, Target, Johnnie Walker and other national brands.

Senior Art Director | Digitas | May 2007 - Feb 2014 | Detroit Metropolitan Area

- Developed national brand and retail creative for Buick and GMC across digital, social, video, CRM, direct mail, promotions and emerging mobile platforms.
- Partnered with strategy, account and production teams to translate national brand platforms into cohesive consumer experiences; supported Buick/GMC Retail, GM.com and Owens Corning.

Junior Art Director | BBDO Detroit | Jan 2004 - May 2007 | Detroit Metropolitan Area

- Developed print, direct mail, outdoor and radio creative for Chrysler, Dodge and Jeep; created executive-level client presentations and supported final production.

Freelance Creative | Independent | Present | Birmingham, Michigan

- Provide strategic and hands-on creative direction across digital, retail, integrated campaigns and presentations. Selected clients include Agent.ai and SMZ Advertising, supporting Gardner White Furniture and The Henry Ford.

CORE EXPERTISE

- **CREATIVE LEADERSHIP:** Creative Direction • Brand Strategy • Integrated Campaign Development • Art Direction • Concept Development • Consumer Storytelling • Team Leadership & Mentoring
- **BRAND & CUSTOMER EXPERIENCE:** National Brand Campaigns • CRM & Lifecycle Marketing • Digital • Social • Retail • Video • Print • OOH • Franchise/Local Marketing • Customer Journey • Performance Creative
- **PRODUCTION & OPERATIONS:** Photo & Video Production • Agency & Vendor Management • Creative Operations • Cross-Functional Leadership • Creative Brief Development • Scalable Brand Systems
- **TOOLS:** Adobe Creative Suite • Figma • Keynote • PowerPoint • AI-Assisted Creative Development • Midjourney • Sora • Adobe Firefly • ChatGPT

EDUCATION

College for Creative Studies | Bachelor of Fine Arts (BFA), Advertising Design

2001 - 2005 | Studies included photography, graphic design and advertising design.