

ANNE MADER

CREATIVE | CD, ACD & SR. ART DIRECTION ROLES

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EXPERIENCE

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

- Led national brand and creative direction across various media channels, enhancing brand visibility and engagement
- Managed an in-house creative team, improving collaboration and productivity among designers and media specialists
- Oversaw agency and vendor partnerships, ensuring consistent creative outputs that aligned with brand standards and met project deadlines
- Planned, directed, and executed brand photo and video shoots, enhancing visual storytelling and brand representation
- Supported 190+ franchise locations through a streamlined creative request process, improving efficiency and response time

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

- Managed creative work for GM Rewards Cards, GM Rewards, and Cleveland Clinic accounts, overseeing full-time and freelance creatives, resulting in improved project delivery and team efficiency
- Helped lead the launch of GM Rewards, creating TV, dealer POS, website, and CLM materials for the new rewards program and card branding.
- Produced Cleveland Clinic's national awareness campaign, increasing awareness by 65%.
- Contributed to GM's Innovation LAB by collaborating with clients on a rapid-prototyping framework for ideation and creative concepts, leading to innovative solutions and enhanced client satisfaction
- Supported campaigns and pitches for Key Bank, General Mills, Glade, GM Canada, Verizon Connect, GM E commerce, and more, leading to successful client engagements and increased project wins

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

- Led creative for Kimberly-Clark's Poise account, delivering national TV, print, OLV, CRM, OLA, social media, and site design/maintenance, resulting in increased brand visibility and engagement
- Managed a team of designers and writers to execute multiple simultaneous projects, ensuring timely delivery and high-quality creative output
- Oversaw creative for the Cars.com account, focusing on third-party OLA, CRM, and social campaigns, which enhanced campaign effectiveness and client satisfaction
- Contributed to pitch work for Volkswagen, Target, Johnnie Walker, Myliron, and Altisource, helping secure new business opportunities and strengthen client relationships

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

- Created and managed content for Buick and GMC national brand teams, including site content, social media campaigns, promotions, OLA, OLV, CRM, direct mail, and mobile/tablet content, leading to enhanced brand visibility and engagement
- Worked with high-profile accounts such as Buick/GMC Retail, GM.com, and Owens Corning, ensuring cohesive and impactful brand communications across all digital and traditional platforms, which strengthened brand consistency and customer recognition

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

- Prepared client-facing presentations for Chrysler, Dodge, and Jeep in the executive matte room, enhancing presentation quality and client engagement
- Edited final drafts in the key lining department, ensuring high-quality print materials and reducing errors before publication
- Contributed to print, direct mail, outdoor, and radio campaigns, improving creative execution and production processes, leading to more effective marketing materials

EDUCATION

College For Creative Studies | Bachelor of Fine Arts (BFA) in Advertising Design
2001 - 2005 | Studied photography, graphic design, and advertising design.

SKILLS

- Creative Direction & Concepting: Campaign Development, Creative Strategy, Brand Storytelling, Art Direction, Team Leadership, Mentoring
- Design & Layout: Adobe Creative Suite (Photoshop, InDesign, Illustrator), Figma, Sketch
- Presentation & Communication: Keynote, PowerPoint, Google Slides, Microsoft Office, Google Workspace
- Photo, Video & Production: Photo Editing, Basic Video Production, Photography, Asset Management, Production Oversight
- Emerging Tech & Tools: AI Tools (creative ideation, concept development)
- Soft Skills: Cross-Functional Collaboration, Deadline Management, Sarcasm (well-timed and effective)