

# ANNE MADER

## CREATIVE DIRECTOR

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Creative Director with 20+ years of experience leading brand and CRM ecosystems across automotive, healthcare, retail, and franchise organizations. Proven leader of multidisciplinary teams delivering integrated campaigns and scalable creative systems that balance brand integrity with measurable performance impact. Experienced across agency and in-house environments, guiding work from strategic brief through execution.

## EXPERIENCE

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

- Lead CRM creative across the General Motors portfolio, stewarding brand and performance initiatives for Chevrolet, Buick, GMC, and Cadillac.
- Direct and mentor a multidisciplinary team of art directors, designers, and copywriters, elevating creative rigor across complex CRM ecosystems.
- Partner with Strategy and cross-functional stakeholders to shape insight-driven briefs and deliver scalable programs that drive measurable business impact.

### Freelance Creative | June 2025 - Present | Birmingham, Michigan

- Deliver strategic and hands-on creative across digital, retail, and presentation channels.
- Develop pitch work, integrated campaigns, and in-store collateral that strengthen brand storytelling and drive engagement.
- Select Clients: Agent.ai; SMZ Advertising (Gardner White Furniture, The Henry Ford Museum)

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

- Directed national brand creative across paid, owned, and franchise channels, strengthening brand visibility and engagement.
- Built and led an in-house creative team while streamlining the franchise creative request process to support 200+ locations.
- Owned agency and vendor partnerships, overseeing integrated campaigns and photo/video production to elevate brand storytelling and consistency.

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

- Led creative for GM Rewards and GM Rewards Cards, guiding cross-channel launches including TV, dealer POS, site, and CRM.
- Produced Cleveland Clinic's national awareness campaign, increasing awareness by 65%.
- Collaborated within GM's Innovation Lab to develop rapid-prototyping frameworks that enhanced client ideation and creative delivery.
- Contributed to campaigns and pitches for KeyBank, General Mills, Verizon Connect, GM Canada, and more.

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

- Led national creative for Kimberly-Clark's Poise brand across TV, print, digital, CRM, social, and site.
- Directed third-party digital and CRM campaigns for Cars.com, improving engagement and campaign effectiveness.
- Supported successful new business pitches for Volkswagen, Target, Johnnie Walker, and other national brands.

### 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) MidJourney, Sora, Adobe Firefly, ChatGPT
- Soft Skills: Cross-Functional Collaboration, Deadline Management, Sarcasm (well-timed and effective)