

CONTACT ME



567-241-9366



MADELYNHOWERDESIGN@GMAIL.COM



MADBYDESIGN.CO



EDUCATION

2018//ASSOCIATE OF ARTS

The Ohio State University
Columbus, OH

2021//BACHELOR OF SCIENCE

The Ohio State University
Columbus, OH

J. CREW FACTORY + VISUAL ASSOCIATE →

sept 2023- present

ASSISTANT MANAGER | Columbus, OH

- Responsibilities include visual and creative merchandising. Ensure consistent execution of the company's marketing and visual presentation standards, develop effective leadership skills, manage inventory efficiently, and direct a team of 11 associates
- Promote J. Crew's brand identity and new product lines through strategic in-store marketing initiatives. Planned and executed comprehensive floor plan arrangements. Elevate departmental performance successfully from 7% to an average of 9-10% PEN.

MADBYDESIGN + FREELANCE

feb 2021- present.

GRAPHIC DESIGNER | Columbus, OH

- Generate innovative ideas, create assets that are in line with the client's brand identity, knowledge of marketing techniques
- Establish creative direction for clients brand as well as brand guidelines
- Collaborate with all clients and successfully present finished product

FANJOY + JUNIOR MARKETING

feb 2022- feb 2023

GRAPHIC DESIGNER | Remote

- Created marketing assets including social, email, and web; created assets for both the Fanjoy brand and client launch assets including The Skinny Confidential, What We Said, Giggly Squad, Dear Media, and more: participated in team brainstorming for upcoming collections involving senior graphic designer, photographer, and art directors, helped build and strategize over 50+ different brands from podcasts to Youtubers
- Attended daily meetings with the marketing team to discuss new campaigns, marketing strategies, and conceptualize upcoming collections
- Completed 25+ projects during the holiday season, with deadlines as swift as 24 hour turnaround
- Completed launch assets for the company's top clients including Bailey Sarian, XPLR, and Colby Brock; leading to sold out collections

VIBESZN + CONTRACTED LEAD

dec 2021- sept 2022

GRAPHIC DESIGNER | Remote

- Conceptualized and created five weekly graphics for Instagram stories, ensuring visually compelling and cohesive content
- Created weekly emails and refreshed monthly website banners to maintain a dynamic online presence
- Stayed informed on current design trends to produce engaging and contemporary content

EXPERIENCE

INTERNSHIPS

LOVE ITCH // graphic design intern
feb 2021- present.

VIBESZN // graphic design intern
oct 2021- dec 2021

STYLEMESUM // graphic design Intern
may 2021- aug 2021



// time management, organization, social media marketing, self learning, collaboration talent

SKILLS