



contact

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madisonchampiondesign.com

# madison champion

designer / communicator

## skills & interests

InDesign  
Illustrator  
Photoshop  
Digital Strategy  
Web Design  
Management

## education

**Bachelor of Fine Arts  
in Graphic Design**  
Auburn University,  
Auburn, Alabama  
2014–2017

## credentials

**Educator Member,  
Atlanta Chapter**  
American Institute of  
Graphic Arts (AIGA)

## social

 /in/madison-champion

## experience

### COMMUNICATIONS MANAGER + LEAD DESIGNER | 2023–Present

*Auburn University College of Architecture, Design and Construction (CADC), Auburn, Alabama*

#### Communications

COMMUNICATIONS, PR, MARKETING, AND DIGITAL CONTENT STRATEGY AND MANAGEMENT

*Build and execute strategies related to communications, public relations, marketing, and digital content on behalf of CADC and its Schools; advise, collaborate, and consult with College and Schools regarding such strategies, issues and directives; write, edit and release information intended for publication, distribution to the media, and more; develop and manage office budget; liaise with central OCM and external media representatives*

#### Design

PRINT AND DIGITAL DESIGN

*Design large-scale identities and projects*

CREATIVE DIRECTION

*Provide feedback on projects to reporting design staff*

#### Management

FULL-TIME STAFF (2), PART-TIME STAFF (-3), AND STUDENT WORKERS (-2)

*Oversee daily responsibilities, projects, and tasks; train on CADC processes relevant to position; provide feedback; manage hours/schedules; supervise training and evaluation of staff and make recommendations regarding pay, promotion and other employment decisions*

### COMMUNICATIONS DESIGNER/COORDINATOR | 2021–2023 | CADC, Auburn, Alabama

#### Communications

COMMUNICATIONS COORDINATION

*Liaise with Central OCM and College stakeholders on News, Press Releases, Digital Content, and more*

WEBSITE MAINTENANCE AND MANAGEMENT

*Oversee day-to-day maintenance of CADC website and manage content*

#### Design

PRINT AND DIGITAL DESIGN

*Create large-scale identities, publications, posters, social media graphics*

CREATIVE DIRECTION

*Provide feedback on deliverables created by student workers or TES staff, including but not limited to small-scale identities, handouts, invitation suites, and flyers*

#### Management

FULL-TIME STAFF (1), PART-TIME STAFF (-3), AND STUDENT WORKERS (-2)

*Train on CADC processes relevant to position; assign projects/tasks, provide feedback; manage hours/schedules*

### GRAPHIC DESIGNER AND COMMUNICATOR | 2019–2021 | CADC, Auburn, Alabama

#### Design

PRINT AND DIGITAL DESIGN

*Create small-scale identities, handouts, flyers, presentations, monitor slides*

#### Communications

COMMUNICATIONS IMPLEMENTATION

*Coordinate CADC's communications efforts (news, social media, website and more)*

#### Supervisory Duties

STUDENT WORKERS

### TES GRAPHIC DESIGNER | 2018–2019 | CADC, Auburn, Alabama

