

MADELINE
ALBERSE
JONES

RESUME

CONTACT

Madeline Alberse Jones

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SKILLS

- Bachelor's Degree in Visual Communications, University of South Carolina.
- Proficient in Adobe Creative Cloud applications, including Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, & Bridge.
- Experienced in video production and editing, from concept development to final output.
- Skilled in photography and post-production editing.
- Strong understanding of social media platforms and their use in digital marketing and content strategy.
- Over 8 years of experience in graphic design and visual communication.
- Proficient in planning, designing, and analyzing results-driven email marketing.

EXPERIENCE

January 2020- April 2020

PAG Marketing -Intern

- Observed client-agency interactions and developed a better understanding of how client briefs are translated into creative strategies.
- Received constructive feedback on creative work, helping to refine design instincts and improve attention to detail.
- Gained insight into local market trends and how regional insights shape advertising strategies.
- Gained hands-on experience with the creative process behind ad campaigns, from concept development to final execution.

March 2023- December 2023

GrowCo - Marketing & Communications Coordinator

- Redesigned the GrowCo website.
- Organized various events and programs.
- Generated social media posts and campaigns.
- Redesigned and generated weekly newsletters sent to thousands of subscribers.
- Rebranded the organization and created a new brand identity.

March 2024- April 2025

Rule of Law Collaboration- Graphics Manager (University of South Carolina)

- Collaborated with teams to design instructional graphics that supported the comprehension of complex Rule of Law concepts.

- Designed realistic “evidence” materials to enhance engagement in game simulations.
- Contributed to the development of visual materials for international conferences and global initiatives.
- Created cohesive branding and visual identities for various projects & programs.
- Managed all graphic needs, including supervising and mentoring interns.
- Delivered high-quality creative assets under tight deadlines and time-sensitive conditions.

November 2022- Current

Freelance- Graphic Design/Photography

- Provided custom graphic design solutions for a variety of clients, including logos, social media content, event materials, and brand assets.
- Delivered professional photography services for events, portraits, and product shoots, ensuring high-quality, edited images that aligned with client needs.
- Adapted visual styles to fit diverse client brands while maintaining consistency and creative integrity across campaigns.
- Utilized Adobe Creative Suite and industry-standard tools to produce polished, print-ready and digital design work.

April 2025- Current

Communications Assistant/Graphic Designer (McCausland College of Arts & Sciences at the University of South Carolina)

- Designed custom visual solutions for diverse major departments, including logo creation, social media graphics, event collateral, marketing materials, and brand identity assets.
- Utilized Adobe Creative Suite and other industry-standard design tools to create high-quality print and digital materials that aligned with client objectives and brand standards.
- Served as a communications liaison between multiple departments within the College of Arts and Sciences and the Communications team, ensuring effective collaboration, information sharing, and project execution.
- Assisted in the planning, coordination, and execution of departmental events, programs, and outreach initiatives.
- Developed and contributed content for social media campaigns, helping to enhance audience engagement, promote events, and strengthen organizational visibility.
- Collaborated with cross-functional teams to support marketing, communications, and branding efforts across a variety of projects and initiatives.