

Madie Beckum

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EDUCATION

University of Georgia

Bachelor of Arts

Athens, GA

May 2026

GPA: 3.73 / 4.0

- **Major:** Advertising
- **Minor:** Communications
- **Certificate:** New Media

RELEVANT EXPERIENCE

Talking Dog Agency

Creative Director of Art

Athens, Georgia

May 2025 - Current

- Advise a team of 12 Art Directors, providing feedback and guidance across diverse client brands and projects
- Serve as the primary point of contact for all graphic communications within the agency
- Participate in recruitment by reviewing applications, resumes, and portfolios, and conducting candidate interviews
- Design internal agency materials, including presentation decks, social media graphics, and print materials

Art Director

September 2024 - May 2025

- Collaborated with client representatives and team members to refine project briefs and align with client objectives
- Oversaw creative development from brainstorming to final execution, ensuring brand consistency
- Designed logos, social media graphics, and promotional materials using Adobe Creative Suite and other tools
- Created and presented decks to the agency, ensuring clear communication of creative concepts and strategies

See.Spark.Go

Graphic Design Intern

Athens, Georgia

May 2025 - Current

- Design print, digital, and social media graphics for a diverse range of 20 clients across multiple industries
- Support internal communications and assist with agency-wide organization and project coordination
- Collaborate with the design team to brainstorm and execute creative concepts while ensuring brand consistency and visual excellence across all deliverables

Madie Beckum Photography

Founder and Photographer

Multiple regions across Georgia

July 2021 - Current

- Establish a successful freelance photography business specializing in portrait, couples, and event photography
- Develop and build positive client relationships, including multiple organizations at the University of Georgia
- Demonstrate creativity and proficiency in capturing, editing, and delivering over 180 successful sessions
- Manage all aspects of the business, including client communication, scheduling, invoicing, and marketing

CAMPUS & COMMUNITY INVOLVEMENT

Alpha Omicron Pi Fraternity, Lambda Sigma Chapter

Banner Chair

Athens, GA

November 2023 - December 2024

- Directed design and production of creative banners for sorority events, ensuring each aligned with event themes
- Led a 22-member committee to coordinate materials, timelines, and execution for all banner projects
- Managed the full design process from concept to completion, meeting deadlines and budget expectations

SKILLS/ INTERESTS

Technology: Adobe Creative Suites, HTML, CSS, WordPress, Procreate, Canva, Figma

Recognition: Recipient of Zell Miller Scholarship, 2022-2024 Dean's List, Featured Artwork on UGA Barstool and the Red and Black