



# Jessica Madden

*Graphic Design & Marketing*

Des Plaines, IL 60016  
847-609-4362 | [jmadden0705@gmail.com](mailto:jmadden0705@gmail.com)  
<https://maddencreative.design>

Creative marketing and design professional with over 12 years of progressive experience in graphic design, layout, and content creation using Adobe Creative Suite. Proactive and adaptable team player with a proven ability to lead initiatives and complete projects while also supporting administrative and operational functions.

## Experience

Director of Marketing 2015-present  
*Lee & Associates of Illinois, Commercial Real Estate Services* Rosemont

- Hired as Marketing Coordinator and promoted to Director of Marketing after three years based on performance, leadership, and expanded responsibilities
- Provide full-cycle marketing and administrative support to brokers, including brochures, postcards, email campaigns, signage, proposals, and pitch decks
- Supervise and train Marketing Coordinators; guide on processes and firm standards
- Lead and execute digital marketing initiatives, including company social media and PR
- Manage vendor relationships and serve as a key operational partner to owners
- Maintain consistent brand standards across marketing efforts and communications
- Support day-to-day office operations and general office management

Freelance Designer Ongoing  
*Madden Creative*

- Clients have included residential real estate teams, commercial real estate developers, Etsy shop owners and neighborhood/community members
- Projects have included pitch decks, postcards, proposals, social media graphics, brochures, logo design, website design, photography and Matterport capture, and poster design

Designer / Account Manager 2013-2015  
*Crêpes à Latte Catering* Schaumburg

- Managed and supported team members while maintaining client relationships from event inquiry through execution
- Developed and implemented brand identity and usage guidelines
- Created event proposals, coordinated tradeshow booth logistics, and photographed events
- Designed menus, display signage, and business cards
- Maintained company website, email signatures, and managed digital calendars

## Education

Syracuse University Class of 2013  
*S.I. Newhouse School of Public Communications* Syracuse, NY  
Bachelor of Science, Magna Cum Laude: Graphic Design

## Skills

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Premiere)
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Social media content creation (LinkedIn, Instagram, Facebook, X)
- Branding, layout, typography, and visual consistency
- Communication, organization, attention to detail
- Project & time management, multitasking, self-direction
- Collaboration, leadership, administrative support, quick learner

## Off the Clock

Time with my family | Reading | Travel | Photography | Puzzles