

## CONTACT

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# MADELYNNE DELA RAMA

ART DIRECTOR + GRAPHIC DESIGNER

## EDUCATION

**MARKETING, MBA | 2023**  
**NEW JERSEY CITY UNIVERSITY**  
Delta Mu Delta, 2021

**ILLUSTRATION, BFA | 2009**  
**NEW JERSEY CITY UNIVERSITY**  
American In-house Design Award, 2009  
Cinquino + Co. Scholarship in Illustration, 2007  
Art Talent Scholarship, 2004  
Presidential Scholarship, 2004 – 2008  
Urban Scholar Award, 2004 – 2008

## SKILLS

InDesign 2022	●●●●●
Photoshop 2022	●●●●●
Illustrator 2022	●●●●●
XD	●●●●●
HTML, CSS3	●●●●●
Print production	●●●●●
Project management	●●●●●
MS Office	●●●●●
Accessible PDFs	●●●●●

## CERTIFICATIONS

**PROTOTYPING A WORDPRESS PROJECT IN ADOBE XD**  
**LINKEDIN LEARNING | 2020**

**CREATING ACCESSIBLE PDFS**  
**LINKEDIN LEARNING | 2020**

**SKETCH IN A DAY**  
**NOBLE DESKTOP | 2019**

**MARKETING TIPS**  
**LINKEDIN LEARNING | 2017**

**MARKETING & COMMUNICATIONS CASE | 2016**

**WEB DEVELOPMENT I**  
**NOBLE DESKTOP | 2016**

## PROFILE

I am a creative professional with 13 years of experience in Graphic Design and 5+ years of experience in managerial creative positions. My work has advanced the NJCU brand and won several design awards for the Office of Marketing and Communications.

## EXPERIENCE

### CREATIVE LEADERSHIP ROLES | 2013–PRESENT NEW JERSEY CITY UNIVERSITY

In my leadership roles at the Office of Marketing and Communications I managed the design team and performed project-specific functions to ensure operational efficacy.

- Assisted in the development, execution, and management of university marketing goals, policies and procedures.
- Established creative direction for marketing campaigns.
- Reviewed designs to maintain the institution's brand and consistency with their value propositions.
- Oversaw daily production schedule by creating design briefs, setting priorities, and assigning projects to designers.
- Served as a liaison with stakeholders and provided project updates.
- Served on marketing and related committees as required.

### GRAPHIC DESIGNER | 2010–2013 NEW JERSEY CITY UNIVERSITY

- Met with department personnel to assess marketing needs, establish clear direction and goals, and provided job progress.
- Conceptualized, created, and produced high-quality advertising collateral and web graphics for academic programs and special events.
- Provided print specifications and managed bidding process within project budget.
- Demonstrated knowledge of principles and practices of graphic design, including print production techniques and desktop publishing.
- Organized and created production timelines to ensure timely delivery and developed appropriate electronic filing methods.

### CREATIVE DIRECTOR | 2010–2013 INSTIGATORZINE

- Oversaw layouts and production of the magazines and website.
- Set the creative standard for the overall look, artistic style, and determined how to best represent a concept visually for all projects.
- Worked with illustrators, photographers, writers, and editors who are responsible for creating the individual content that collectively make up the completed magazine.
- Ensured each issue was on budget and on time.