Melanie Murphy designs ***bold*** brands*, web† experiences, and print‡ products.

She has nearly a decade of experience.

Graphic Designer (2019–2020) → Creative Director (2020–2022) → Vice President of Marketing (2022–2023)

FreedomWorks | Washington, D.C.

- ☞ Managed and mentored a high-performing 12-person marketing team
- * Developed and executed the company's marketing strategy, including branding, advertising, graphic design, video production, email, text, web, and social media
- ☞ Directed content strategy for a social media following of over 4.4 million and an email/text list of over 150,000
- ☞ Implemented new marketing trends, including the utilization of AI technology
- * Designed and maintained the organization's comprehensive brand guide
- † Guided the design and managed the launch of the organization's new website in 2022
- * Designed the visual brand for each marketing campaign
- ☞ Managed production and visual design for the weekly television broadcast, *Save the Nation*
- ☞ Produced and edited a weekly podcast and video series
- ‡ Led production of print and digital graphics
- * Designed brand collateral for events and campaigns

Graphic Design Coordinator | 2018 – 2019

The Leadership Institute | Arlington, VA

- * Created and implemented the organization's new brand vision
- ‡ Designed and laid out printed materials, including booklets, flyers, brochures, and signage
- ☞ Produced digital content for video and social media

She even knows how to read.

Georgetown University | 2020 – 2024

Master's Degree, Design Management and Communications

Clemson University | 2014 – 2018

Graphic Communications, BS; Political Science, BA | Summa Cum Laude

Hire her! ☞

678.761.6402

madcocreative.com

melanie@madcocreative.com

☞ Hire her!

She is also the CEO of MAD Co. Creative.

CEO (Creative Executive & Owner) | 2023 – Present

MAD Co. Creative | Wilmington, NC

- ☞ Founded and operate an independent brand and web design studio serving nonprofits, startups, and advocacy organizations
- * Led 40+ brand identity projects end-to-end—strategy, logo/visual systems, brand guides, and typography
- † Design and build custom websites in Webflow, managing site architecture, CMS structure, and responsive design for 10+ client sites, including IndependentCenter.org which averages 35,000+ visitors per month
- ‡ Direct print and publication design for 50+ clients, including the bimonthly, 20-page *Carolina Journal* newspaper distributed to 32,000+ households across North Carolina
- ☞ Manage the full client lifecycle independently—proposals, contracts, project management, and invoicing via HoneyBook
- ☞ Write and distribute a monthly newsletter, *Monthly MADness*, via Flodesk and Substack
- ☞ Subcontracted by three agencies to design brand identities, print publications, and digital graphics
- ☞ Retained by clients on ongoing monthly retainers ranging from $2,000–$8,000/month for continued brand and web support

So, she has special skills.

Brand Identity Design · Webflow Development · Creative Direction · Print & Publication Design · Marketing & Brand Strategy · Campaign Design

Oh, and she won some awards as well.

Staff Member of the Year | 2021

FreedomWorks | For excellence and dedication in the workplace

First Place, Print Graphics | 2025

North Carolina Press Association | For the design of the Carolina Journal

Third Place, Special Section | 2026

North Carolina Press Association | For the design of the Carolina Journal