

Maggie Burdge

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education

SCHOOL OF VISUAL ARTS

New York, NY

Graphic design and typography
Continuing Education

BOSTON COLLEGE

Chestnut Hill, MA

Communication major
Studio art minor in photography
Bachelor of arts

JOHN CABOT UNIVERSITY

Rome, Italy

Digital photography
Photojournalism
Summer abroad program

skills

ADVANCED

Photoshop
InDesign
Illustrator
Photography
Image Sourcing
Typography
Hand Lettering
Calligraphy
Keynote
Microsoft Office
Social media
After Effects
Motion Graphics
File preparation

FLUENT

Premier
Dreamweaver
Image Optimization
HTML5

awards

GRAPHICS EDITOR *The Heights Newspaper*

Honorable Mention:
Associated Collegiate Press
2012 Design of the Year
News Front Page

experience

DESIGNER; (RED)

June 2017 to present

Worked with the Art Director to completely redesign the (RED) brand book and design aesthetic including developing new brand assets

Have created over 300 social media assets from conception to delivery since working at (RED) utilizing illustration, hand lettering, and animation to create a more streamlined look for the brand directed at a particular target audience

Along with the Art Director, created a concept, wording, and ideation for, then organized, staffed, casted, supplied props for, coordinated, and assisted in the direction of a major photo shoot for our December shopping campaign; Subsequently designed digital advertising assets for over 25 major publications and two full-page print newspaper ads including color correction

As a two-person design team, work with every other team on tight deadlines with attention to detail and independent thinking; have also managed and directed interns

JUNIOR DESIGNER; Penguin Random House

October 2015 to June 2017

Design, from concept to submission, print and digital work including infographics, social media assets, marketing and event materials, videos, and national print and digital advertising for four bestselling imprints (Putnam, Dutton, Blue Rider Press, and Plume); only Junior Designer with HTML5 advertising experience

Collaborate with and pitch to marketers, publicists, editors, publishers, and authors

Trained and oversaw an assistant in the full Putnam and Dutton backad process

The only junior designer to work with HTML5 advertising

Correlate advertising data within an outside ad server to track campaign results and relay that information to marketing teams

ADVERTISING AND PROMOTIONS ASSISTANT; Penguin Random House

October 2014 to September 2015

Began immediately doing design, promoted to Junior Designer after 10 months

Fully re-created the backad process, and personally handled it from start to finish

Met with advertising representatives, and assisted in buying ad space; In charge of booking, negotiating, and keeping track of campaign results for two accounts

CONTRIBUTING EDITOR

Boston Magazine

June 2013 to September 2014

After interning for a semester during college, researched, interviewed, wrote, and edited consistently for the Arts and Entertainment section including covering concerts, art openings, and events around Boston, and was one of the first at the company to use the gallery feature

As a property writer covered homes in the Boston area valued at \$1 million+

June–July, 2013 worked under the Digital Editor to create a digital archive for 40 years of "Best of Boston" overseeing a team of interns and freelancers, and copyedited the entire project