

MADISON ROOT

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madisonrootportfolio.com

WORK EXPERIENCE

HOLST + LEE

Graphic Designer
Content Creator

SEP 2023-PRESENT | Charleston, SC

- Email marketing, design line sheets, design invites for events, create content for social
- Photograph jewelry products & stylized photos of jewelry on models
- Work retail in the store & assist at trunk-shows/events & make jewelry

PROUST MAGAZINE

Co-Creator
Photo Editor
Creative Director

AUG 2021-MAY 2023 | Harrisonburg, VA

- Co-creator of Proust, a student lifestyle magazine
- Photo Editor: took and edited cover photos & photos for stories, & hired additional staff photographers
- Creative Director: created graphics & style guides, designed layouts, hired designers & reviewed/edited their designs, co-managed the social media account, & led meetings for our design team

VERVE MAGAZINE

Intern

JUNE 2022-AUG 2022 | Auckland, New Zealand

- Interned for a lifestyle magazine in Auckland, New Zealand for two months
- Designed a cookbook of collected recipes, uploaded articles to Verve website & designed web posts, designed mockups for page layouts, designed a digital billboard ad

THE BREEZE

Art Director

JUNE 2022-AUG 2022 | Harrisonburg, VA

- Designed James Madison University's weekly newspaper covers, designed special edition covers, reviewed page layouts & made graphics

MAVERICK VINTAGE

Content Creator

JANUARY 2022-MAY 2023 | Harrisonburg, VA

- Designed logo for the brand
- Styled & photographed vintage clothing
- Designed graphics for social media

MADISON ROOT PHOTOGRAPHY

Independent
Photographer

JULY 2017-PRESENT | Charlottesville & Harrisonburg, VA

- Photographed weddings, engagements, high school senior portraits, graduation portraits, content for brands & creative shoots

ROBERT RADIFERA PHOTOGRAPHY

Assistant

APRIL 2016-JULY 2020 | Charlottesville, VA

- Assisted with photo shoots for weddings, family portrait sessions, senior portrait sessions & graduation

TECHNICAL SKILLS

Adobe Creative Suite iMovie WordPress Wix TikTok Instagram Nikon Z6 Canva Shopify

EDUCATION

James Madison University
Bachelor of Science

Major: Media Arts & Design (SMAD)-
Creative Advertising Concentration
Minor: Studio Art

- GPA 3.8
- Graduated *Magna Cum Laude*, May 2023

Awarded *Outstanding Contributor* for
Creative Advertising in SMAD

PERSONAL SKILLS

Time management skills, organizational skills, people & communication skills

LEADERSHIP

- Young Life leader at Harrisonburg High School (March 2020-May 2023)
 - Planned and organized weekly meetings as the Team Leader

VOLUNTEERISM

- Assistant track coach at Harrisonburg High School (April 2021-May 2023)
- Mentor for girls at Harrisonburg High School
- Staff worker at a camp for people with disabilities in Palestine

TRAVEL

- Interested in people of different ideas and cultures. Travel includes New Zealand, Israel, Spain, Italy, Iceland & the Netherlands