

Madison Del Valle

Creative Branding & Marketing Specialist | Professional Photographer

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Creative branding and marketing professional with 7+ years of photography experience and a strong foundation in visual storytelling, digital strategy, and brand development. Proven ability to build cohesive brand identities, execute marketing campaigns, and drive audience engagement across multiple platforms.

Industry Experience: Entertainment • Live Events • Media Production • Retail & E-Commerce • Food & Beverage • Healthcare • Small Business & Startups

Technical Skills

Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign) • Wix Studio • Squarespace • Canva • Meta Business Suite • Google Workspace • Microsoft Office • Email Marketing Platforms • Trello • SEO/Keyword Research Tools

Core Competencies

Brand Development • Social Media Strategy • Content Creation • Website Design • Paid Advertising • Photography • Creative Direction

Key Projects

- Designed and secured placement of branded advertisements on Indianapolis public buses, increasing local visibility
- Led brand development and website design for *Indy Bosses* reality show, establishing a cohesive digital presence
- Developed brand identity for a pedal bike business in downtown Lafayette, IN, including visual direction and marketing assets
- Directed and photographed a promotional album shoot for a local metal band, with imagery featured on the back cover of a vinyl release

Education History

Ball State University / Bachelor of Science- Advertising with a focus in photography

August 2021 - August 2024. Muncie IN

Experience

Madison Delvalle Photo + Freelance Branding/ Photographer & Owner 2017 – Present, Carmel IN

- Built and managed a successful photography and freelance branding business, delivering high-quality visual and strategic solutions across a range of client needs
- Bring over 7+ years of hands-on experience in photography, client relations, creative direction, and brand development
- Collaborate closely with clients to understand their vision and translate it into cohesive visual identities, including photography, branding, and design assets
- Develop brand identities, marketing materials, and digital assets for freelance clients, ensuring consistency across platforms
- Manage all aspects of the business, including client communication, scheduling, creative direction, shooting, editing, and final delivery
- Execute small-scale marketing campaigns for clients and personal brand, driving engagement and client acquisition
- Maintain a high standard of quality, professionalism, and brand consistency across all projects

Indy Bosses Reality Show/ Marketing Coordinator August 2024 – Present. Indianapolis IN

- Led the development and execution of cohesive brand identity, including logo variations, color palette, brand voice, visual direction, and branded assets across digital platforms
- Designed and launched the official website, ensuring a seamless user experience aligned with brand strategy
- Directed and executed photography for cast members, creating high-quality visual content for marketing and promotional use
- Secured and designed advertising featured on Indianapolis public buses, increasing local brand visibility and audience reach
- Developed strategic social media pillars and introduced innovative marketing initiatives to strengthen audience engagement and brand growth
- Conducted research and analysis on paid advertising opportunities to support scalable growth and maximize campaign effectiveness
- Contributed to increased event attendance through consistent promotion and content distribution

Changing Places Consulting Group/ Branding Specialist November 2024 – Present. Indianapolis IN

- Collaborate with clients to translate their vision into cohesive visual identities
- Engaged in client meetings to define goals, shape brand strategy, and align on marketing direction
- Manage multiple projects while consistently meeting deadlines
- Capture and produce professional photography for use across client websites, marketing materials, and digital platforms
- Translate client vision into strategic, visually compelling brand experiences that support business growth

Mojo -Up Marketing + Media (contract photographer) January 2024 – Present. Indianapolis IN

- Collaborated with the CEO to capture high-quality visual content, including professional headshots and promotional imagery for projects
- Produced digital brand assets to enhance visual consistency
- Designed and formatted multiple marketing and branding presentations, transforming complex information into clear, visually engaging slide decks

Excellence Live Productions/ Assistant/ Marketing & Brand Specialist January 2026 – Present. Indianapolis IN

- Collaborated directly with the owner to plan and execute exclusive events, supporting creative direction
- Designed marketing materials and branded assets to promote events, products, and overall brand initiatives
- Created product mockups and visual concepts to support new launches, including a bourbon line, signature sauce, and apparel
- Assisted in refining and maintaining website content

Business As Usual & Cherishing Lives PCS/ Marketing Coordinator August 2024 – Present. Indianapolis IN

- Capture and produce professional photography at events, creating high-quality visual content for marketing and promotional use
- Manage content creation and social media platforms, developing consistent and engaging brand presence
- Conduct client consultations to define branding goals and guide strategic business positioning
- Design and build user-friendly websites using platforms such as Wix and Squarespace, ensuring alignment with brand identity
- Create marketing collateral including flyers, brochures, and business cards to support brand visibility
- Develop content strategies and structured social media plans, including spreadsheet-based planning systems for consistent execution

Stranger Attractions Indy Promoter of metal/punk/rock n roll/ Social Media September 2024 – December 2024. Indianapolis IN

- Capture high-energy concert photography to document live performances and support event promotion
- Manage and grow social media presence, creating consistent, engaging content tailored to the music community
- Promote upcoming shows through daily distribution of band flyers and event content across digital platforms
- Support event marketing efforts by increasing visibility and audience engagement within the local music scene

Heavy Kollector Magazine & Shop- co-owner May 2024-Present

- Co-manage creative direction and business operations for a niche magazine
- Design editorial layouts and magazine spreads, ensuring cohesive visual storytelling and brand consistency
- Oversee social media strategy and content creation to drive audience growth and increase sales
- Plan and execute paid advertising campaigns (Meta Ads) to boost traffic and conversions
- Maintain and update website content to optimize user experience and support e-commerce performance

Recorder Media Group/ Photojournalism November 2023 – January 2025. Indianapolis IN

- Captured photojournalistic coverage of live events, documenting key moments with accuracy and strong visual storytelling
- Attended and photographed a variety of events, producing high-quality images for editorial and media use
- Photographed a private interview with Jamie Dimon, CEO of Chase Bank, demonstrating professionalism and discretion in high-profile settings
- Edited and selected compelling images to support media coverage and publication needs

Indianapolis Singles -Professional Photographer, March 2023-September 2023. Indianapolis IN

- Delivered professional photography services for clients, ensuring a positive and engaging session experience
- Generated revenue through the sale of prints and digital photo packages
- Edited, curated, and finalized high-quality images tailored to client preferences
- Designed and produced event newsletters using Adobe Creative Suite to support communication and promotion efforts