



MADELINE BUCHTA

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DESIGN PORTFOLIO





MAY 2023

In-Focus Photography

Class of 2024 Senior Portraits Marketing Materials & Strategy

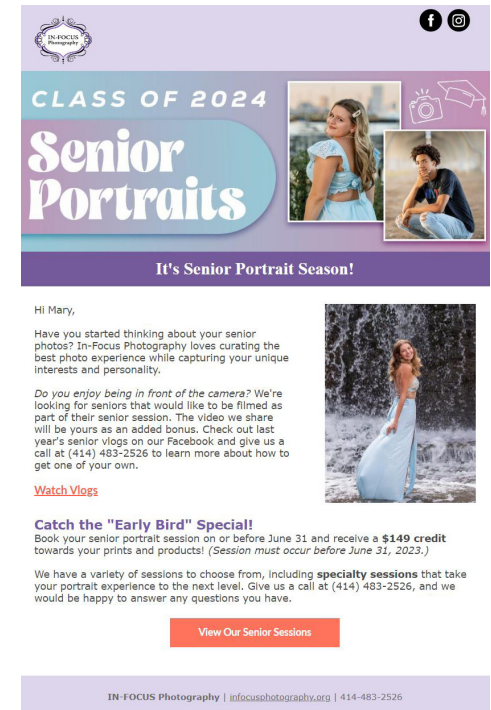
After a successful 2022 senior portrait season, we implemented a similar strategy with a plan to start marketing sooner to encourage bookings earlier in the year. Aside from adjusting our marketing schedule, we developed posters to hang in local schools. Other materials include social media posts, email marketing, mailed postcards, and a leadpage on our website. The goal with this design was to appeal to Gen Z and showcase a wide variety of portraits differing in location, poses, and people.



Social Media Posts



Poster



Email Marketing
infocusphotography.org/senior

Sing Joyfully: 30th Anniversary Concert Digital Marketing Campaign

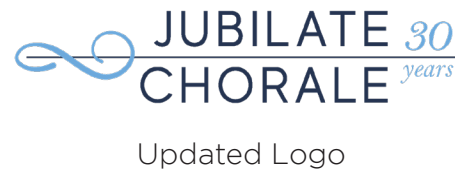
In 2023, Jubilate Chorale celebrates its 30th year as a group. As their digital marketing specialist, I was responsible for their social media and website management. I updated the logo that I developed for them in 2021 to reflect the anniversary and implemented a social media plan that included member quote posts, member interviews, and concert previews through photography and videography. I also did event coverage via Instagram and Facebook stories the day of the concert.



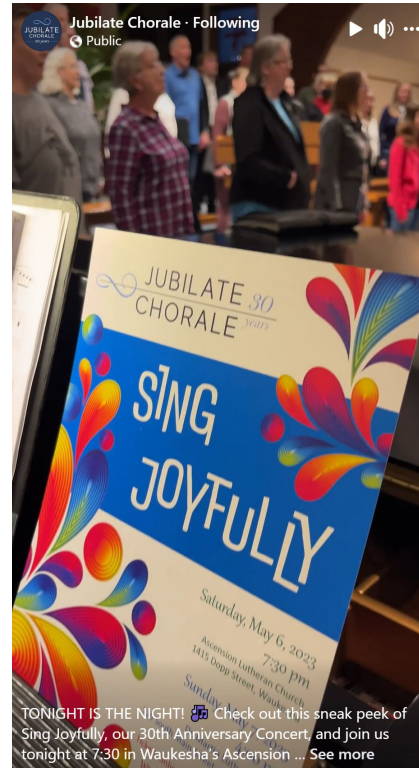
Cindy Ische

Jubilate Member Interviews:

facebook.com/JubilateChorale/videos

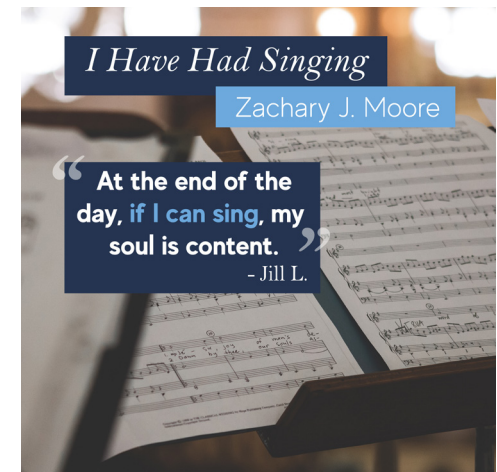


Updated Logo



Concert Preview Reel:

facebook.com/JubilateChorale/reels



Social Media Posts



AUGUST 2022

Milwaukee Metro Voices

The Moment! Digital Marketing Campaign

Milwaukee Metro Voices (MMV) is a theatre organization whose mission is to give voice to local artists. As an Artistic Producing Partner, I was responsible for the digital marketing of *The Moment!*, a workshop performed at Carroll University. I developed a social media schedule including posts such as cast announcements, event notifications, and rehearsal coverage via Instagram and Facebook stories.



Social Media Posts and Stories:
[instagram.com/milwaukeemetrovoices](https://www.instagram.com/milwaukeemetrovoices)

Logo Design

St. Joseph Catholic Church & School



ST. JOSEPH
CATHOLIC CHURCH & SCHOOL
Where faith and knowledge meet.



ST. JOSEPH
CATHOLIC CHURCH & SCHOOL

Artisan Tile LLC

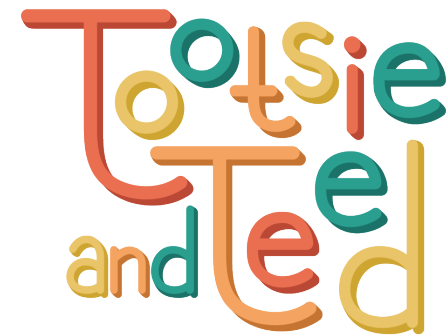


ARTISAN TILE LLC

Jubilate Chorale



Tootsie and Teed Publishing



Club 46





OTHER PROJECTS

Print Design

Show Posters



Pet Event Coupon Card



Stationary & Business Cards

Romeo+Juliet (A Cover) Program



YWOW Pamphlet



Web Design



Jubilate Chorale:
jubilatechorale.org



Milwaukee Metro Voices:
milwaukeeetrovoices.org

Tootsie and Teed Publishing:
tootsieandteed.com



WHAT DO **YOU DO** WITH AN **IDEA**?
You change the world!

Videography/Editing

Senior Session Vlogs:

shorturl.at/DKX07



#NationalCameraDay:

shorturl.at/dhuAB



"Let You Down" Music Video:

shorturl.at/ehwR8



Carroll Players 175th Anniversary:

shorturl.at/eFIKZ



OTHER PROJECTS

Social Media

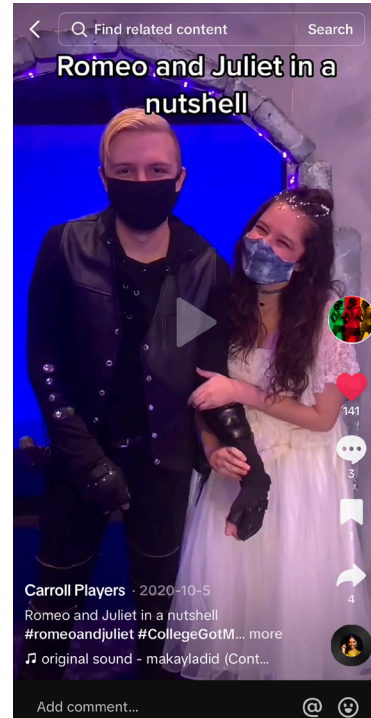
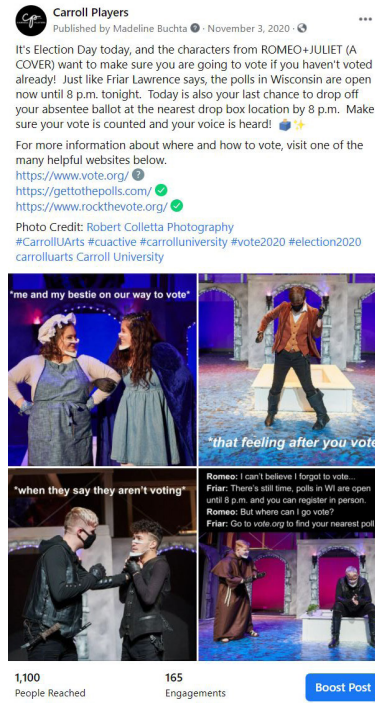
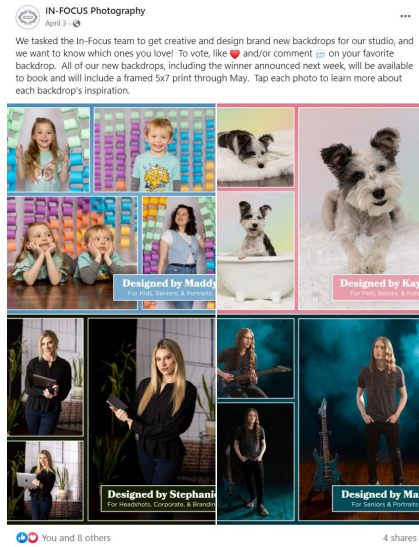
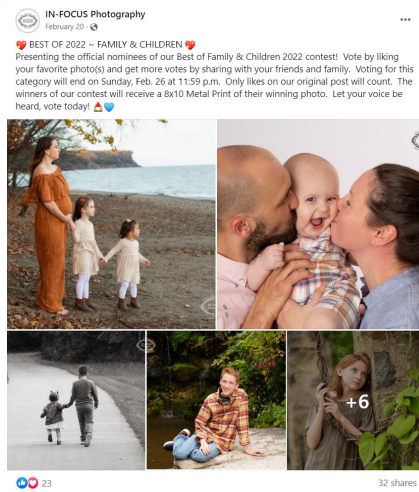
IN-FOCUS Photography
March 21, 2022

Next up for our Women's History Month feature is our marketing assistant, Maddy! 🥰

• How long have you worked at IN-FOCUS and what do you do?
I've worked at IN-FOCUS since November 2021 and I am responsible for our digital and print marketing, graphic design, and our Facebook content, (including this post)

• Why does photography interest you?
Though I'm not a photographer myself, I know many people who are and I've always respected the art form and profession. Creating art and keeping memories are both very important to me, and photography can do both!

• Who is a woman that inspires you?
I am very inspired by other female artists, especially those who pursue their art as their career. This is something I aspire to do with the art forms I'm interested in. Two women who have always supported me in this are my mom and my sister. They both have turned something they love into a career, which I'm very inspired by.



carroll_players

carroll_players You may have noticed our fancy new masks in some of our behind the scenes shots. One challenge actors are facing during the COVID-19 pandemic is only being able to show emotions with half of their face. With our new clear masks, it's almost as if they were not wearing a mask at all! Make sure you stay tuned and watch the ROMEO+JULIET (A COVER) livestream Oct. 23-24 to see these masks in action.

Liked by jennodobby and 70 others
SEPTEMBER 17, 2020

Add a comment...

In-Focus Photography

Above: Women's History Month Staff Features

Top Right: Best Photos of 2022 Contest

Bottom Right: Staff Backdrop Contest

Romeo+Juliet (A Cover)

Top Left: Election Day PSA

Left: Adapting in the Pandemic

Above Left: [R+J Trend TikTok](https://shorturl.at/lwIP1) shorturl.at/lwIP1

Above Right: [Theatre Educational TikTok](https://shorturl.at/dgnC5) shorturl.at/dgnC5