

madeline klingler

People-centric designer with hands-on experience in social media campaigns, print OOH advertisement, and branding. Passionate about designing empathetic visual narratives to connect communities and drive diverse creativity.

EXPERIENCE

Graphic Designer | PRM Ad Group Inc. | FEB 2025 - PRESENT

- Design 25 monthly print and digital ads utilizing Illustrator, InDesign, and Photoshop
- Preflight and oversee print production for a monthly direct-mail publication serving NEPA
- Coordinate with clients to deliver customized solutions for billboards, posters, websites, and socials
- Schedule between multiple projects to align with calendar dependent advertisements

Background Artist | Witch Hunt | APR 2025- PRESENT

- Create 2D backgrounds for a mini episodic series hosted on Instagram, Youtube, and TikTok
- Collaborate with script writer and animator to translate written story into storyboards

Marketing Intern | Tomorrow. | JUN - JULY 202

- Create presentations, pitch decks, and video content for 4+ digital marketing agency brands
- Translate company data into clear, consumer-facing visuals for pitch decks using Adobe Suite & Slack
- Research industry and influencer marketing trends to optimize brand's social media reach

Marketing/Graphic Design Staff | Center for Sexual and Gender Diversity | JULY 2023 - MAY 2024

- Design digital signage, print advertisement, and merchandise for seasonal and educational student events
- Create weekly social media content consistently generating 2K+ views and growing target engagement
- Partner with cross functional teams to support event programming and outreach
- Photograph and edit content for online and app platforms and journalistic publications

Assistant Animator | Pour the Water As I Leave LLC | FEB 2024 - MAR 2024

- Rotobrush 20+ minutes of animatic assets in After Effects for a Bosnian feature film
- Coordinate with a team of 5 and the director, streamlining preproduction in a remote setting
- Organize pools of video footage using in-house naming conventions

Volunteer | Happy Valley Animation Festival | NOV 2022 - MAR 2025

- Design print and social media marketing materials, increasing yearly audience turnout by 200%
- Orchestrate and lead specialized teams for venue logistics, event operations, and festival documentation

Project Manager | Animation Club at Penn State | FEB 2023 - MAY 2024

- Lead student organization's division of labor, treasury, and calendar of student engagement events
- Advertise club resources and events, securing organization's legacy and doubling membership retention
- Conduct market research surveys to gauge engagement, trend, and future collaborations

EDUCATION

B.DES. Digital Art and Media Design | Dean's List | 2020-2024

School of Visual Arts | The Pennsylvania State University Main Campus | State College, PA

SOFTWARE

- Google Workspace, Microsoft Office 365
- Adobe Creative Suite: Illustrator, Photoshop, After Effects, InDesign, Premiere Pro
- Marketing Apps: Canva, CapCut, Asana, Figma

SKILLS

- Type, Layout, and Color Management
- Generative AI and Creative Conception
- Adaptable to Critique
- Video & Audio Editing
- Traditional Painting