

madeline klingler

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Dynamic multi-media designer with 3+ years experience in digital marketing, project management, and print production. Adept in providing analytical reports, troubleshooting, and cross functional company support. A resourceful and adaptable team player with a passion in creating for education, community, and entertainment.

EXPERIENCE

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

- Preflight and oversee print production a monthly direct-mail publication for NEPA
- Coordinate with clients on print ads, billboards, posters, website assets, posters, and promotional items
- Design 25 monthly ads utilizing Illustrator, InDesign, and Photoshop.

Marketing Intern | Tomorrow. | JUN 2024- JULY 2024

- Design client presentations, social media campaigns, and video content for 4+ agency brands
- Translate company systems and data into consumer and client friendly visual language for pitch decks
- Research influencer marketing trends and business competitors to implement into brand's social media

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

- Develop 60+ social media graphics and print materials with consistent 2K'+ views and target engagement
 - Collaborate with cross-department teams for event programming
 - Provide accessible information and resources for guests in ticketed events, guided tours, and tabling
 - Edit and Photograph candids for social media and print ready publications
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INVOLVEMENT

Volunteer | Happy Valley Animation Festival | NOV 2022 - PRESENT

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

Vice President | Animation Club at Penn State | FEB 2023- MAY 2024

- Manage 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

Social Media Chair | Digital Media Group | AUG 2022 - FEB 2023

- Create weekly Instagram posts, meeting presentations, and daily engagement stories
 - Collaborate with a team to build group activities and internship and portfolio resources
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EDUCATION

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

School of Visual Arts | The Pennsylvania State University | University Park, PA

SOFTWARE

- Microsoft Office 365
Excel, SharePoint, PowerPoint, Teams
- **Adobe Creative Suite: Illustrator, Photoshop, After Effects, InDesign, Premiere Pro, Audition**
- Toon Boom Harmony, Storyboard Pro
- Marketing Apps: Canva, CapCut, Google Analytics, Asana

SKILLS

- Outreach Email Formatting
- Illustration (Traditional & Vector)
- Animation/Motion Graphics (2D & 3D)
- Adaptability to Critique & Change
- Social Media Writing/ Literacy
- Video & Audio Editing
- Creative Collaboration
- Print Production