

# madeline klingler

**Passionate. Proactive. Collaborative.** Klingler is a designer specialized in digital marketing, project management, and strong visual and spoken communication. Versed in animation to event coordination to graphic design, she is a resourceful and adaptable team player who knows how and when to lead.

## EXPERIENCE

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

- Design print ads for “The Target Shopper Magazine,” a monthly direct-mail publication for NEPA
- Communicate and coordinate with clients on projects (ex: designs for websites, billboards, posters, ads)

### 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

### 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

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

- Develop 60+ social media graphics and print materials gaining over 2K views and target engagements
- Direct 5+ LGBTQ+ themed advocacy events that followed under university’s code of conduct and branding voice
- Provide accessible information and resources for guests in tabling events and guided tours

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

- Lead and organized, creative team to collaborate and plan a 2D animated educational video for high schoolers
- Facilitate paid contracts for project members, ensuring client satisfaction through bi-weekly check-ins

### Gallery Attendant Intern | Zoller Edwin Gallery | AUG 2022 - DEC - 2022

- Curate event advertisements and spaces for 4 fine art exhibition

## INVOLVEMENT

### Volunteer | Happy Valley Animation Festival | NOV 2022 - MAR 2024

- Prepare print and social media marketing materials, increasing audience turnout by 30%
- 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 increasing membership by 50%

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

- Social media writing representing organization’s voice and goals, enhancing engagement and club interest
- Create weekly Instagram posts and daily engagement strategies, doubling Instagram following

## SOFTWARE

### • Microsoft Office 365

Excel, SharePoint, PowerPoint, Teams

### • Adobe Creative Suite

Illustrator, Photoshop, After Effects,  
InDesign, Premiere Pro, Audition, XD

### • Toon Boom Harmony, Storyboard Pro

### • Marketing Apps

Canva, CapCut, Google Analytics, Asana

## SKILLS

### • Business & 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

## EDUCATION

### Bachelor of Design | Digital Art and Media Design | Concentration in Time-Based Media | MAY 2024

The Pennsylvania State University (PSU) | University Park, PA