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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

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

LEADERSHIP

Student 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)
- Blender, Maya
- Toon Boom Harmony, Storyboard Pro
- Marketing Apps (Canva , CapCut, Google Analytics, Asana)

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

EDUCATION

Bachelor of Design | Digital Art and Media Design | Concentration in Time-Based Media | MAY 2024
The Pennsylvania State University (PSU) | University Park, PA