

Kaitlyn Madigan

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EDUCATION

University Of Connecticut - Storrs, Connecticut. **Bachelor of Fine Arts, Digital Media Design, 3D Animation** - Spring 2026

- **Leadership & Activities:** President of the Reckless Comedy Performance Improv Club - from Fall 2024 to Spring 2026.

Gateway Community College - New Haven, Connecticut - May 2023. Associates degree in Studio Art, 3.9 GPA / 4.0

- **Honors & Awards:** Runner-up in the **Yale's Center for British Art 2022** essay contest.

EXPERIENCE

Content Creator & Social Media Strategist - Self-Employed | 2022–Present

- Produced and published original short-form video content across TikTok, Instagram, and YouTube, generating 5.4M+ annual views and growing a combined audience of 39K+ followers and subscribers.
- Developed content strategies through trend research, audience analysis, and performance tracking, resulting in 460K+ likes, 35K+ shares, and strong organic reach across multiple platforms.
- Managed the full creative workflow including concept development, scripting, filming, editing, motion graphics, thumbnail design, and platform optimization using industry-standard creative software.
- Leveraged analytics and audience insights to improve content performance, achieving 10,000+ YouTube watch hours and expanding visibility to new audiences, with 62.7% of Instagram reach coming from non-followers.

Digital Design Consultant - Perosphere, Danbury, Connecticut, May 2025 to Present

- Created original 3D models and animations from scratch to support global digital and print marketing campaigns, increasing LinkedIn engagement and brand visibility by 35%.
- Produced visual assets for social media, websites, and marketing campaigns, applying branding, graphic design, and digital content creation principles to strengthen audience engagement across multiple platforms.
- Assisted with photo and video productions by managing editing, color correction, motion graphics, and post-production workflows, ensuring high-quality deliverables for client presentations and marketing initiatives.
- Collaborated with cross-functional teams during creative strategy sessions, conducting design trend research and contributing concepts that informed branding, content development, and campaign execution.

Entertainment Director - UConn Student Television, Storrs CT, May 2025 to May 2026

- Led content production for short films, social media campaigns, and digital media projects, managing creative teams and ensuring on-time delivery of entertainment programming.
- Facilitated all weekly entertainment production meetings, fostering collaboration and professional communication while providing hands-on experience in content creation, film, and digital media production.
- Hold weekly office hours focused on editing, post-production, creative ideation, and supporting University of Connecticut constituents.

CBS Sports - Production Assistant - Hartford, CT December 2025 to January 2026

- Supported live sports broadcast production by coordinating with directors, camera operators, and production staff, contributing to the successful execution of televised event segments through on-set operations and production logistics.
- Coordinated talent preparation and wardrobe continuity for on-air broadcasts, ensuring production readiness and consistent visual presentation across multiple segments.
- Collaborated directly with talent, producers, and technical crews in a fast-paced live production environment, adapting to real-time broadcast needs and supporting seamless event execution.

Videographer & Director, UConn HDSF Department - West Hartford CT, September 2025 to November 2025

- Directed, filmed, and edited a live event at West Hartford Town Hall in collaboration with the event coordinator.
- Served as Director of Photography (DP) overseeing visual composition, lighting, and camera operation.
- Managed a production assistant (PA) to ensure smooth event coverage and efficient workflow.
- Coordinated setup, equipment logistics, and sound recording on a strict event timeline.

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Cinema 4D, Microsoft 365, Google Workspace, 3D Modeling, Figma, Texturing, UV Mapping, Lighting, Rendering, Animation, Motion Graphics, Previsualization, Visual Storytelling, Video Editing, Compositing, Color Correction, Visual Effects (VFX), Audio Synchronization, Post-Production, Interview Production, Promotional Video Production, Branded Content Creation, Short-Form Video Production, Content Strategy, TikTok, Instagram, Facebook, X, YouTube, LinkedIn.