

KAITLYN PENDLETON

EDUCATIONAL VIDEO MAKER



kaitlyn.d.pendleton@gmail.com



KaitlynPendleton.com



(434) 841-1437

EXPERIENCE

Learning Media Specialist

Aug. 2016 - present

Virginia Commonwealth University – Dept. of Economics

- Produce, shoot, and edit 3-5 minute educational videos with faculty to be used as elements in hybrid and flipped courses
- Design and create motion graphics to illustrate key concepts
- Coach faculty on best practices for short-form video writing, on-camera speech, and acting
- Design system & track production progress for all Economics media
- Set-up and maintain production studio and equipment
- Mentor student assistants in graphic design and motion graphics creation

Project Manager for Media Production & Curriculum & Video Producer/Editor

Mar. 2013 – Aug. 2016

American Association of Christian Counselors

- Record, edit, and produce promotional video, audio, & educational courses
- Design still and motion graphics for produced videos & social media
- Scriptwriting for promotional video/audio
- Set goals, schedule, and deadlines for team projects
- Design system & track production progress for all media projects
- Set-up and maintain production studio and equipment
- Video and media logging, ingesting, and archiving
- Voice-over and on-camera hosting for promotional media

Digital Media Content Creator

July 2011 - present

iIMAGINEblank Productions (YouTube, Wordpress, Instagram, Facebook)

- Script, film, and edit a 3-5 minute video per week on topics of lifestyle, self-esteem, and relationships targeting teen girls
- Weekly positive-thinking and pop culture blogs on ImaginingHappenings.wordpress.com
- Establish, build, and maintain a brand in the digital sphere
- Build audience through social media platforms (Facebook, Twitter, Wordpress, Pinterest, Instagram)
- Research social media tools and trends to better interact with audience
- Visit youtube.com/iIMAGINEblank to check out the IMAGINE-Nation!

SELF-MOTIVATED AND IMAGINATIVE VIDEO MAKER SEEKING TO EDUCATE AND ENTERTAIN AUDIENCES THROUGH FUN, INTELLIGENT, AND MEANINGFUL CONTENT.

SOFTWARE

Adobe Creative Suite

- Premiere Pro
- After Effects
- Photoshop
- Illustrator
- Audition

Windows/Mac OS

Microsoft Office Suite

SKILLS & INTERESTS

Spreadsheet Wizard

Golden Retrievers, Unicorns, & Sailor Moon

DSLR & Prosumer Cameras

Short-Form Content Writing

Video Editing

Motion Graphics

Lighting for Green Screen Productions

Social Media Branding & Management

Digital Media Content Creation

Website Design & Management (Wordpress)

Social Media Management (Hootsuite)

EDUCATION

The College of William & Mary

B.A. Film & Media Studies (GPA: 3.94)

Aug. 2008 – May 2012

ACCOLADES

National Winner of the Spring 2016 YouTube NextUp NY Program

William & Mary Class of 2012 Summa Cum Laude

National Winner of the 2011 YouTube Creator Institute Competition