

# Kit Caldwell

## Multimedia Designer

San Diego, CA | (574) 302-5068 | kmcaldwell95@gmail.com

LINKEDIN

WEBSITE

## EXPERIENCE

### OMNICHANNEL DIGITAL DESIGNER

VEDA DATA SOLUTIONS | DEC 2021 - DEC 2022 | REMOTE

- Reinvented the brand by creating an original visual identity, measured by a 33% increase in sales in 2022.
- Led a complete website redesign. Contributions included art direction, landing page design, creation and editing of all videos, graphics, and photography.
- Produced digital and print marketing materials such as proposals, deck templates, infographics, product graphics and videos, one-pagers, signs and handouts, trade booth designs, swag, and more.

### MULTIMEDIA DESIGNER

KMC CREATIVE STUDIOS | NOV 2020 - JAN 2022 | SAN DIEGO, CA

- Created original brand-focused digital designs, including landing pages and graphics, logos, newsletters, social media graphics, ads, etc.
- Spearheaded all marketing initiatives, including a full-scale rebrand, SEO strategy, content strategy, and website refresh for SC Supply Company. Increased sales by 21% by the end of 2021.
- Planned, produced, and edited video projects ranging from promotional to informational for clients like Fashionkind.

### VIDEOGRAPHER

BAM THE AGENCY | JUNE 2019 - SEPT 2020 | SAN DIEGO, CA

- Sole videographer in charge of creating and editing video content, motion graphics, and animations for clients such as Fujitsu, Companion Medical, Bellwether Coffee, MedCrypt, etc., and all BAM's internal content needs.
- Standardized and built the foundation for video service offerings: outlined discovery sessions, created a pricing guide, and a standard production book.
- Managed social media accounts and created dynamic graphics for clients, most notably Mitek's executive, increasing engagement on LinkedIn by 493%.
- Executive producer of the Dear BAMf Podcast, BAM's first advice-style podcast, created strategy guide, ran comms, produced weekly blog, designed creative assets, and assisted with episode edits.

## SOFTWARE



Adobe Creative Cloud



Procreate



Figma



Final Cut Pro



Avid Pro Tools



SketchUp

## EQUIPMENT

### Video

Sony and Canon DSLR cameras, DJI drones, gimbal, LED panels, lighting kits, studio lighting, teleprompter

### Audio

Zoom recorders, shotgun mic, boom, lav mic, MS stereo mic, dual XLR/TRS mic, studio editing panels

### Marketing

HubSpot, WordPress, Squarespace, Hootsuite, Sprout, Monday.com, G Suite, Google Analytics, MS Office, SurveyMonkey, Slack, Libsyn

## EDUCATION

BALL STATE UNIVERSITY | 2013 - 2017 | MUNCIE, IN

BA, double major in video and audio production with minors in film screenwriting, and entrepreneurial management

Cum laude (3.7 GPA)