

# Kaitlyn DeFord

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## Online Portfolio

[kaitlyndeford1.wixsite.com/kaitlyndeford](http://kaitlyndeford1.wixsite.com/kaitlyndeford)

## Profile

It is my dream to work for a film or television industry and create a product that is inspiring to people of all ages. Creativity is inside all of us. Everyone has a story that they want to communicate.

## Education

### BACHELOR'S DEGREE CREATIVE MEDIA PRODUCTION

Arkansas State University,  
Jonesboro, AR

## Skills

- Video Production
- Video Editing
- Graphic Design
- HTML Website Editing
- Adobe Premiere Pro
- Adobe After Effects
- Adobe InDesign
- Photoshop
- Google Ads
- Data Entry

## Work Experience

### ENVIRONMENTAL FILTER

Marketing Associate | Jonesboro, Arkansas | 2019-Present  
*Created content and implemented marketing campaigns for an industrial dust collection company.*

- Taking product photos/videos
- Managing Social Media Pages
- Designing Graphics for Social Media
- Designing Product Literature, Flyers, etc.
- Email Newsletters, Google Ads, Marketing Campaigns
- Data Entry / Answering Phone

### ARKANSAS STATE UNIVERSITY

ASU-TV Staff Producer | Jonesboro, Arkansas | 2015 - 2017  
*Produced content and programs for Arkansas State University's Suddenlink channel 18.*

## Internship

### KAIT8 REGION 8 NEWS

Production Intern | Jonesboro, AR | Summer 2017

*Shadowed various job positions in the control room and studio. Helped floor director/camera operator LIVE morning newscasts (4:30, 5:00, 6:00A.M.)*

## Course Highlights

### ARKANSAS STATE UNIVERSITY

- Desktop Publishing, Spring 2017
  - Produced various graphic design layouts including: a newspaper ad, brochure, newsletter, magazine spread, logo
- Media Management and Entrepreneurship, Fall 2016
  - Wrote a mock-business plan using ReferenceUSA
- Broadcast Graphics, Fall 2016
  - Produced various multimedia projects using Adobe AfterEffects
- Advanced Filmmaking Techniques, Fall 2016
  - Produced a short film titled "The Journalist"
- Multimedia Storytelling, Spring 2016
  - Produced 4 different multimedia stories using text, images, audio, and video

# Extracurricular Activities

## MUGGLENET

Video Producer | 2019-Present

Created video content for the world's #1 Harry Potter Fan Site

- Videos were edited and in some cases filmed.
- Content was uploaded to social media platforms

## ARKANSAS STATE UNIVERSITY

- AState Student Advisory Board, Spring 2014
- AState Film Society
  - o (Secretary, Fall 2015 – Spring 2016)
  - o (Events Chairman, Fall 2016)

# References

Michael Bowman

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870-897-8191

Professor/Advisor/AState Film Society Advisor

Alexander Brown

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870-972-2790

Professor

Mary Jackson-Pitts

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ASU-TV Supervisor

Ronnie Weston

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Region8 News Operations Manager

## Social Media

