



# Kit Snyder

Designer, Writer, Producer



## Summary

Multi-Faceted Designer, Writer and Producer with a Certificate in UX/UI, an English degree, and an innate connection with clients/stakeholders. Detail-oriented and collaborative in designing clean, beautiful presentations, pitches and websites, creating blogs, social media posts, e-blasts, graphics and presentations for award-winning projects in marketing and communications. Highly skilled in writing Bids/SOWs, project management, content creation, and working with budgets of all sizes. Detail-oriented while bringing stories to life, from studio & on-location shoots, to creating schedules with full-creative teams, from pre-visu- als to production to delivery. Clients over the years have been diverse and substantial: from major ad agencies, to networks, to Fortune 500 companies. Mantra: Execute creative, sophisticated work that comes in on time and budget.



## Education

### English

State University of New York At Fredonia

Degree in English including creative writing, journalistic writing, analytic examination, and more.

### UX/UI

General Assembly

500 + hours of Immersive UX/UI Design, using UX Principles, Research, Affinity Mapping, Wireframing, Prototyping, User Testing, & Agile Development.



## Work Experience

### Designer, Writer, Producer

Freelancer, Contractor

- A one-person design, copywriting, & production team, building clients' brands into simple, strategic, sophisticated, easy-to-navigate websites, presentations, videos, and marketing campaigns, with a quick turnaround and an empathetic and insightful approach.
- Designer & writer for clients such as Deloitte Pursuits Center of Excellence, CNN, Global Gateway Advisors, Stable Kernel, Discover Our Oceans, Brain Harmony, and Averr

2019-01 -  
Current



## Contact

### Address

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### E-mail

kittysnyder@gmail.com

### LinkedIn

linkedin.com/in/kittysnyder

### WWW

www.kittysnyder.com



## Skills

### Certificates:

UX/UI, General Assembly  
PowerPoint, Udemy  
PowerPoint, LinkedIn Learning

### Skills/Experience:

Adobe Photoshop, Illustrator,  
Canva (Graphics & Video),  
Microsoft PowerPoint & Excel,  
Trello, Keap/InfusionSoft,  
SquareSpace, Salesforce, Bloggle



## References

References can be found at  
www.kittysnyder.com



## Additional Activities

Volunteer - Lifeline Animal Services  
Volunteer - Ian Somerhalder Foundation  
Voiceovers - CNN, Chick-Fil-A, Havertys, & more.  
Production Lead - Atlanta Addy Awards, 2 yrs  
Gold Addy Award Winner - Marketing Book, Writer  
Treasurer - Women in Film & Television, 2 yrs

Aglow.

- Exec-Producer and Line-Producer for Established Directors on commercial & digital spots for clients such as Cinnabon, Honeybaked Ham, Center for Civil & Human Rights, and Walmart. Worked with many outside vendors to build teams.

2017-01 -  
2018-12

## ● **Executive Producer, Account Director**

Artifact Design

Executive Producer - Animation, VFX, Editorial & Color Grading for clients like BBDO, JWT, 22squared, GTB, Home Depot, Tampa General Hospital, Turner Classic Movies, Baskin Robbins, Ford, and more.

2015-02 -  
2016-12

## ● **Director of Creative Partnerships**

Deluxe Entertainment: Method, Beast, Company 3

Marketing / Sales executor for Atlanta branch of one of most esteemed global post-production (editorial, audio, color, VFX) companies.

2014-09 -  
2015-11

## ● **Broadcast Producer**

Huge, Inc

Produced live shoots and post production for broadcast TV, digital & branding for clients like Airheads, Sonic Automotive, and Lowes.

2004-09 -  
2014-08

## ● **Senior Account Director & Producer**

Crawford Media Services Creative Services

A decade of business development and producing projects for the Creative Services Department, with a post-production team of over 20 artists, always managing multiple projects simultaneously. Produced hundreds of commercials, digital spots, and long-form videos over 10 years. Clients include CNN, Cartoon Network, Ogilvy, Cabbage Patch Kids, UPS, AT&T, KIDS II, Ogilvie, TCM, and many more.

2011-02 -  
2011-12

## ● **Post Production Coordinator**

Elf on the Shelf TV Movie, CBS

Produced Editorial, VFX, Stereoscopic, Audio Finishing for animation house Trick 3D, on animated TV show "*Elf on the Shelf*."