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SKILLS

Adobe Creative Cloud

Communication Skills

Collaborative

Creativity

Detail-Oriented

Google Workspace

Leadership

Media Management

Microsoft Office Suite

Organizational Skills

Producing

Production Process

Project Management

Video Editing

Video Production

Team Player

EDUCATION

BACHELOR OF SCIENCE

Digital Media: Video

Liberty University

2015 – 2019

KAITLYN SHIELDS

HOW I CAN ADD VALUE

Creative professional with over six years of experience in video production, specializing in producing high-quality promotional video and photo content for ads, social media, and presentations before any given deadline film/tv and digital media industries. Managed and delivered polished video and photo campaigns over five leading companies, such as Laura Ashley USA, Spero Financial, In Good Taste Wines, Trinity Broadcasting Network, and ITV. Proactive and engaged in the ever-changing media industry, with a strong ability to collaborate with a team and work independently on projects and tasks.

EXPERIENCE

ASSOCIATE PRODUCER “THE FIRST 48” ON A&E

ITV, North Charleston, SC | November 2023—Present

- Run the local Production Office—organizing equipment, case materials, and media management
- Manage and collaborate with the Field Producers on all aspects of field production, case coverage, equipment needs, purchasing requests, and post production requests
- Ensure the securing of all appearance, location, and material releases and log them in their respective databases
- Provide ongoing support, coordination, and correspondence to next of kin
- Develop and maintain professional relationships with the next of kin, detectives and city management teams to protect the integrity and longevity of the show

SOCIAL MEDIA PRODUCER

Trinity Broadcasting Network, Remote | May 2023—October 2023

- Assisted the Marketing Manager and broadcast producing team in the development of short-form content—social content, promotional content, and guest segments for BetterTogether TV
- Updated BetterTogether.tv, website with latest episodes and other content
- Assisted team during production—lockdown and runner for guest needs
- Assisted team during post-production—reviewing program content, logging footage, and adding metadata

PRODUCER

The Brand Leader, Greenville, SC | September 2022—July 2023

- Worked with the Creative/Production Team to understand and manage the execution of the video project deadlines
- Assisted and managed multimedia (audio/video) content for customer stories, internal company announcement videos, external promotional social videos, product marketing videos, and other enterprise-wide projects
- Planned video shoots, location scouted, rented and reserved equipment, selected talent, reserved shoot locations, and developed production schedules that met creative and client objectives
- Collaborated with clients to help facilitate the creation of multimedia content from preproduction, production, and post-production
- Created, owned, and modified production and creative calendars to facilitate all aspects of creative and content development
- Managed multiple deadlines and clearly communicated those to all internal and external parties

PROJECT MANAGER

RingoFire, Greenville, SC | June 2022—August 2022

- Coordinated marketing projects that include brand guideline development, production, marketing strategy, social ideation, and website development
- Managed project profitability, ensuring projects are completed on time and on budget
- Strategically planned ahead while proactively anticipating and adjusting project planning

ACCOUNT MANAGER

Proximo Marketing Strategies, Gloucester, Virginia | November 2021—June 2022

- Cultivated long-term customer loyalty and trusted relationships by serving as a point of contact for over 5 clients, managing all facets of projects in tandem with Senior Creative Specialist/CMO
- Managed workflow of team members to efficiently exceed customer expectations for all email marketing, direct mail, visual arts production, graphic design, and social media
- Regularly reviewed digital marketing strategies, client SEO/PPC and social media reports to ensure alignment with marketing plans and communicated goals
- Contributed to company-wide initiatives and development of strategies designed to fuel intentional growth that aligns with brand standards, mission, and vision with CEO and CMO