

Mads Vaynerman

**Animator, Story Artist
Graphic Designer and
Social Media Manager**

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Professional Experience

Deerfield Park District / Digital Designer and Marketing Specialist

February 2025 - September 2025, DEERFIELD, IL

Utilized Adobe Photoshop, Lightroom, and InDesign to create quality digital and print graphics promoting events and programs being held at different facilities throughout the park district. This included producing flyers, TV screen promos, social media graphics, email graphics, and sandwich board posters.

Captured promotional material of events and programs by photographing, filming, and editing videos utilizing Nikon cameras, Adobe After Effects, and Adobe Premiere Pro.

Managed all Deerfield Park District social media channels including Facebook and Instagram. Responded to comments, scheduled posts via Sprout Social, and tracked performance of posts, stories, and reels through Sprout Analytics.

Facilitated sponsorships between local businesses for event and facility sponsors.

Assisted in management of the Deerfield Park District Website using Civic Plus. Duties included updating photos, event calendars, meeting notes, and facility information (i.e. hours, closures, special events).

NIU Recreation / Graphic Designer, Social Media Manager

JULY 2024 - NOVEMBER 2024, DEKALB, IL

Utilized Adobe Photoshop, Lightroom, and InDesign to create quality digital and print graphics promoting NIU Recreation's Adventures, Fitness, Nutrition, Intramurals, Sport Clubs, and Facilities. This included event promotions, hourly displays, classes, and rental opportunities for both student and community members.

Filmed, edited, and created Motion Graphics videos utilizing Nikon cameras, Adobe After Effects, and Premiere Pro for social media promotions across Facebook, Instagram, and X as well as internal and external TV displays. This included filming and promotion of events and daily activities held by Recreation Athletics and informational displays.

Managed all NIU Recreation social media channels including Facebook, Instagram, and X. Responded to comments, scheduled posts via Meta, and tracked performance of posts, stories, and reels through Meta Analytics.

Lincoln Antique Mall / Social Media Manager, Assistant Store Manager

JULY 2022 - JULY 2024, CHICAGO, IL

Developed and executed a comprehensive social media content strategy, including creating and editing engaging video content with a Samsung S23 Ultra and InShot for various platforms. This included Facebook, Instagram, TikTok, Chairish, Craigslist, and Marketplace. By highlighting new inventory

weekly through targeted video and photo scheduling through Later and Meta Business Suite, Mads increased TikTok engagement by 200% within 2 years.

Streamlined communication by drafting email campaigns in Mailchimp and specialty social media posts to promote live sales and events.

Cultivated strong relationships through quality customer service by liaising with multiple vendors on a daily basis which contributed to exceeding sales goals by managing inventory and providing exceptional customer service through purchase assistance and inquiry resolution.

Freelance / Storyboard Artist, Motion Graphics Animator, Illustrator

NOVEMBER 2023 - DECEMBER 2024, CHICAGO, IL

Visually translated scripts into engaging storyboards utilizing Storyboard Pro. Worked as a collaborator taking feedback to make adjustments and revisions to storyboards based on art team, project head, and director feedback.

Designed character assets, expressions to guide animation, and concept art to establish the visual style in Procreate and Adobe Photoshop.

Brought animations to life using Adobe After Effects by assembling assets and following storyboards.

Skills

Professional: Storyboarding | Illustration | Graphic Design | Motion Graphics | Video Editing | Spreadsheets | Scheduling | Social Media Management | Marketing | Meta Analytics | Photography | Customer Service | Sales | Sponsorships

Technical: Maya | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Adobe Illustrator | Adobe Lightroom | Adobe Creative Suite | Toon Boom Storyboard Pro | Toon Boom Harmony | Procreate | Google Docs | Google Sheets | Microsoft Excel | Microsoft Word | Microsoft PowerPoint | CapCut | InShot | Procreate | Procreate Dreams | Samsung | Apple | Mac | PC | Later | Facebook | Instagram | TikTok | X | Craigslist | Mailchimp | Wix | Canva | Civic Plus | Reach Screens

Interpersonal: Punctual | Organized | Attention to Detail | Follow Directions | Meet Deadlines | Communicative | Multi-Tasker | Reliable | Problem Solver | Collaborator | Self-Motivated | Adaptable | Receptive

Education

Columbia College Chicago / Animation and Digital Media

SEPTEMBER 2017 - MAY 2021, CHICAGO, IL

Awards

Columbia College Chicago Honors Student

SEPTEMBER 2017 - MAY 2021, CHICAGO, IL

Columbia College Chicago Dean's List

SEPTEMBER 2017 - MAY 2021, CHICAGO, IL

Extracurricular Work

Beetlejuice the Musical on Broadway: Fan Mural

Mads had her art displayed as part of a Fan Mural Installation at the Marquis Theater in NY, NY. To view the mural and see Mads' credits, please visit the link below.

<https://beetlejuicebroadway.com/fan-mural>

Nonprofit Volunteer: Cancer Doesn't Stand a Slash: Let's Fund Cancer Research

Mads is currently partnered with [Shadows of Hope](#), a nonprofit organization dedicated to helping fans and individuals within the music and arts community during times of need, as an Illustrator providing commissions for the fundraiser: "[Cancer Doesn't Stand a Slash: Let's Fund Cancer Research](#)".

Nonprofit Volunteer: Art Raffle Raising Funds to Benefit Those Affected by California Wildfires

Mads previously partnered with [Shadows of Hope](#) and [Soul Proprietor Studios](#), a boutique animation studio specializing in 2D animation for documentaries, short films, music videos, and more, as an Illustrator providing commissions as part of a raffle to raise donations for those who had been impacted by the California wildfires. The fundraiser concluded in March of 2025 and raised \$6,141.

Certifications

Mastering Advertising in the Digital Age

January 2024, Alison CPD Certified

Objective Statement

As both an artist and a career professional, my goal has always been to tell people's stories. No matter if I am in a customer service role, marketing, or a creative role. Storytelling is my passion and I feel that it helps me form meaningful connections with both clients and colleagues. Everyone has a story to tell and it is my objective to help people bring their stories to life in a visual format. I am looking for a long term position where I can grow as a professional and will always be working on something new and engaging for viewers.