

SYDNEY CHAPP

I help companies and individuals make their brand appearance sparkle and shine through design, social media and marketing techniques. When I'm not working I can be found practicing my lettering, traveling abroad or simply enjoying the randomness of life.

EXPERIENCE

CURRENT

Lead Graphic Designer (Remote)

PINK GORILLA EVENTS · July 2018 - Present

- Created social media graphics to achieve marketing goals.
- Designed email graphics to enhance clear runner communication.
- Supervised and created materials for merchandise products.
- Developed designs for print from flyers to photo booth backdrops.
- Produced short videos to boost registrations.
- Crafted and improved event websites using WordPress Divi Builder.
- Further developed race brands and squared up branding guidelines.
- Implemented race guide design to ease runner communications.

2017-2018

Graphic Designer (Remote)

REDTHREAD ADVERTISING AGENCY · October 2017 - July 2018

- Designed captivating graphics for social media and blog articles.
- Developed websites using WordPress Divi Builder.
- Prepared projects for print, anything from designing business cards and brochures to full-size billboards.

2015-2016

Graphic Design & Social Media Intern

BULU BOX (BULU INC) · January 2015 - September 2016

- Created graphics for blog articles and social media posts.
- Developed and managed online marketing campaigns on Facebook, Pinterest, and Instagram.
- Managed and strengthened social media presence.
- Shot photography for new products.
- Designed and scheduled emails on MailChimp.
- Produced engaging video content to highlight products and boost social presence.
- Provided design assistance on box inserts, emails, packaging and other marketing projects as needed.

2014

Design & Marketing Intern

BOUTIQUE WINDOW · January 2014 - October 2014

- Designed social media graphics, website headers, and email designs for Boutique Window clients.
- Wrote engaging articles for the blog.

CONTACT

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Torrance / Los Angeles, CA

EDUCATION

August 2012 - December 2016

Bachelor of Arts, Graphic Design

University of Nebraska-Lincoln

TECHNICAL

PHOTOSHOP	
ILLUSTRATOR	
INDESIGN	
PREMIERE	
AFTER EFFECTS	
LIGHTROOM	
HTML	
WORDPRESS	

PROFESSIONAL

- Graphic Design
- Handlettering & Typography
- Social Media Marketing
- Project Management
- Team Leadership

STRENGTHSFINDER

- Empathy
- Relator
- Achiever
- Futuristic
- Responsibility