

## 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.

### CONTACT

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402.570.9555  
Los Angeles, CA 90505

### EDUCATION

*Bachelor of Arts, Graphic Design*  
University of Nebraska-Lincoln  
2012 - 2016

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Pink Gorilla Events  
Athletic Events Company  
Lincoln, Nebraska / Remote

### Lead Graphic Designer

**JULY 2018 - PRESENT**

- Developed and enhanced branding and branding guidelines for nine events
- Crafted and redesigned ten event websites using Wordpress Divi Builder
- Designed and presented plans for new products resulting in increased merchandise sales year over year
- Created social graphics with individual project marketing goals in mind
- Laid out and produced email graphics to enhance clear runner communication
- Produced short videos and gifs intended to boost registrations
- Developed print designs including, but not limited to, flyers, yard signs, photo booth backdrops, and postcards

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redthread  
Advertising Agency  
Lincoln, Nebraska / Remote

### Graphic Designer

**OCTOBER 2017 - JULY 2018**

- Designed captivating social media and blog graphics for various clients
- Organized and developed websites with client objectives in mind
- Prepared projects for print such as business cards, brochures, and full-size billboards

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Bulu Box (Bulu Inc)  
Subscription Box Company  
Lincoln, Nebraska

### Graphic Design & Social Media Intern

**JANUARY 2015 - SEPTEMBER 2016**

- Managed and strengthened social media presence by using eye-catching visuals reflective of current trends
- Developed and supervised paid online advertising campaigns on Facebook, Pinterest, and Instagram
- Shot product photography to both showcase Bulu's brand and entice users to each new health brand
- Created a high volume of email designs and scheduled them using MailChimp
- Produced engaging video content to highlight products and boost social presence
- Provided design assistance on box inserts, packaging and other marketing projects as needed

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Boutique Window  
Retail Marketing  
Lincoln, Nebraska

### Design & Marketing Intern

**JANUARY 2014 - OCTOBER 2014**

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

### TECHNICAL

Photoshop		After Effects	
Illustrator		Lightroom	
InDesign		Basic HTML	
Premiere		Wordpress	

### PROFESSIONAL

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

### STRENGTHSFINDER

- Empathy
- Relator
- Achiever
- Futuristic
- Responsibility