



SYDNEY HEITMEYER

GRAPHIC DESIGNER & PHOTOGRAPHER

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EXPERIENCE

APRIL 2020–MAY 2020

STUDENT CREATIVE DIRECTOR, EXTERNSHIP, COUNTY CORP, DAYTON, OH

- Led a team of six tasked with developing a responsive logo, marketing materials, social media advertisements, a website redesign, and testimonial interviews
- Rebranded the company as well as presented design deliverables for County Corp's 40th anniversary
- Scheduled meetings and maintained direct contact with the client

JANUARY 2020–MAY 2020

**MARKETING DIRECTOR, NATIONAL STUDENT ADVERTISING COMPETITION TEAM
THE MODERN COLLEGE OF DESIGN, KETTERING, OH**

- Team won first place for its marketing campaign presentation for Adobe at the District V American Advertising Federation competition
- Guided, delegated, organized, and led development of marketing efforts for the team
- Ensured team members understood scope of client expectations
- Conducted primary and secondary research
- Led development of strategic marketing plan, campaign schedule, budget, and media plan

AUGUST 2018–MARCH 2020

STUDENT WORKER, THE MODERN COLLEGE OF DESIGN, KETTERING, OH

- Directed guests and answered questions at front desk/reception area
- Answered phones and transferred calls
- Oversaw check-in and check-out procedures in the student library

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Bridge

HTML/CSS

Google Docs

Google Slides

Google Sheets

InVision

Sketch

Slack

Trello

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Digital photography (basic photo editing,
studio lighting/equipment)

EDUCATION

AUGUST 2018–MAY 2020

THE MODERN COLLEGE OF DESIGN, KETTERING, OH

ASSOCIATE DEGREE OF APPLIED BUSINESS IN DESIGN

- Took technical courses in traditional print/package design, web design, UI/UX, introductory web development, photography, and illustration, as well as general education courses in English, art history, psychology, marketing, and communications
- Member of Student Senate
- Attended an AAF Dayton professional networking event featuring Tom Cocke, group creative director of The Buntin Group in Nashville, TN
- Attended CSCA Agency Hop in Columbus, OH
- Attended IGNITE creative career talks featuring Crown Equipment Corp., American Electric Power, Bath and Body Works, and Landor to gain a better understanding of the industry and career opportunities
- Awarded scholarships for volunteering efforts from The Elks and Rotary Club