

SYDNEY SMITH

MULTIMEDIA GRAPHIC DESIGNER

989-928-4709

Saginaw, MI

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PROFILE

Highly skilled, detail-oriented graphic designer with over four years of experience working with clients in a variety of mediums, including print design and multimedia. Passionate about constructing and maintaining partnerships that result in creative wins that drive customer interest and profits.

SKILLS

- Graphic Design
- Typographer
- Photographer
- Social Media Marketing
- Adobe Creative Suite
- Time Management
- Videographer
- Creativity
- Digital Marketing & Media
- (Photoshop, Illustrator, InDesign, Premiere Pro, Audition)

WORK EXPERIENCE

Freelance

Visual Communications (Design & Videographer) • 2018 - 2022

- Develop, coordinate, shoot, edit and produce a wide range of audiovisual products, audio media, and video content.
- Support administrative and public affairs initiatives through the creation of engaging audiovisual materials.
- Collaborate with cross-functional teams to deliver high-quality content that meets organizational objectives.

The Trendsetters Brand

Visual Communications (Photographer & Videographer) • 2020 - Present

- Strong creative and technical skills in video shooting, editing, and post production.
- Perform-production image processing to remove flaws and enhance pictures.
- Managing self-employment issues and maintaining a portfolio.
- Follow best practices for on-location photo shoots regarding equipment to get the right exposure and lightning, reducing the time to complete shoots by 17%.

Victorious Believers Ministries

Social Media Manager • 2022 - 2023

- Assist with the design and execution of social media campaigns.
- Manage social and web campaigns to increase engagement.
- Created over 10 works and projects with Photoshop, InDesign, and Illustrator to be advertised to the public.
- Capture and edit quality photographs and videos for website and social media campaigns.

Y.E.A.R.N. Program

Site Supervisor • 2023 - 2023

- Conduct daily staff meetings, discuss group and individual work, and work methods.
- Organizing and running community programs, helping the youth understand values and ideas and building their confidence and life skills.
- Setting up and running projects and programs of activities for young people.

FRSH Marketing, Branding, & Design

Designer • 2020 - 2022

- Created designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Designed, built, and maintained websites, using content creation tools, management tools, and digital media.
- Identified, developed, or evaluated marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.

Victorious Believers Ministries

Technical Media Producer • 2023 - Present

- Directing live or pre-recorded productions as assigned.
- Ensures the production of media broadcasts go smoothly by working with technical equipment.
- Training of new personnel as assigned.
- Serve as the Producer for Sunday worship services.
- Serve on the Worship Design Team and meet regularly with Worship Director to plan services.

WillSub (Saginaw Public Schools)

Long Term Substitute • 2023 - 2023

- Effectively manage a classroom of students by keeping students on task and dealing with any behavioral issues.
- Instruct students based on subject- or grade-specific curriculum.
- Supplement lesson planning.
- May need to participate in parent-teacher conferences and school-sponsored professional development.
- Supervise and ensure safety of students during classroom hours.

EDUCATION

Bachelors of Arts in Graphic Design

Jackson State University • 2018-2022

Summa Cum Laude

AWARDS & INVOLVEMENT

Dean's List - 2018 - 2022

Promise Scholarship Recipient

Lambda Sigma Honor Society

**Delta Sigma Theta Sorority,
Inc. Member**