

# SYDNEY WEST

CREATIVE

## CONTACT

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## EDUCATION

### University of North Texas

2025

*Bachelor of Science in Advertising & Brand Strategy*

*Minor in Photography*

## SKILLS & INTERESTS

Adobe Suites  
Canva Suites  
Brand Building  
Photography  
Storyboarding  
Moodboarding  
MRI Insights  
Microsoft Suites

## CERTIFICATIONS

Google Ads Measurement  
Google Ads Search  
AI-Powered Performance Ads

## PROFILE

May 2025 graduate with strong art direction experience, looking for Art Director role to create dynamic, innovative content across multiple platforms. Excited about working with cross-disciplinary teams and pushing creative boundaries.

## RELEVANT COURSE WORK

Inclusive Advertising  
Branding and Promotion  
Strategic Social Media  
Advertising Media Strategy  
Applied Design for Advertising and PR

## PROFESSIONAL EXPERIENCE

### JEB Homes at Keller Williams Legacy (August 2024~Present)

*Advertising and Branding Assistant*

Head of branding and promotional materials. Create content for email, SMS, and social media marketing. Strategize and execute social media campaigns.

### SWOOP Ad Agency (2024)

*Vice President (Fall)*

*Social Media Strategist (Spring)*

Presided over social media channels for UNT's student-led agency, SWOOP.

Created and executed branding campaigns for school-affiliated and professional clients.

### Gravitas Competitive Ad Team (Spring '24 & '25)

*Director of Design (2025)*

*Art Director (2024)*

Led a team of creatives in producing creative concepts and deliverables for integrative marketing campaigns.

Competed in the AAF National Student Advertising Competition