

SYDNEY WEST

ART DIRECTOR

CONTACT

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📍 Dallas, TX

PROFILE

UNT advertising graduate with a background in photography. Interested in learning how to make ads that respects people's time. Currently looking for an art direction internship on a team that values impact

EDUCATION

**University of North Texas
2025**

*Bachelor of Science in
Advertising & Brand Strategy*

Minor in Photography

RELEVANT COURSE WORK

Inclusive Advertising
Branding and Promotion
Lighting Studio (Photography)
Digital Imaging (Photography)
Advertising Media Strategy

SKILLS

Adobe Suites
Brand Strategy
Photography
Storyboarding
Moodboarding
MRI Insights
Microsoft Suites
Billiards

EXPERIENCE

JEB Homes at Keller Williams Legacy (August 2024~Present) *Advertising and Branding Assistant*
Head of branding and promotional materials (i.e. flyers and invitations). 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)

Managed 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 15 creatives in ideating creative concepts and deliverables for integrative marketing campaigns. Competed in the AAF National Student Advertising Competition