



SYDNEY CLENDENING (ART)

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BACHELOR OF SCIENCE IN JOURNALISM

SUMMA CUM LAUDE

CONCENTRATION IN VISUAL COMMUNICATION

MINORS IN GERMAN AND PHOTOGRAPHY

MIDDLE TENNESSEE STATE UNIVERSITY MURFREESBORO, TN

Proficient in German

Learning/Novice: Dutch and French

EXPERIENCE

GRAPHIC DESIGNER TUSCULUM UNIVERSITY FEB. 2022 - PRESENT

Tusculum University is Tennessee's first university, offering a blend of liberal arts and professional programs with a strong focus on civic engagement and experiential learning.

FREELANCE DESIGNER MOXIE PRINT MARKET JULY 2021 - DEC. 2021

Moxie Print Market is a print and design company that delivers high-quality printing services and creative design solutions for businesses and individuals in the Nashville, Tennessee, area.

FREELANCE DESIGNER GIRLILLA MARKETING FEB. 2021 - MARCH 2021

Girlilla Marketing is a digital marketing agency that specializes in strategic online campaigns, social media management, and brand development for entertainment and lifestyle clients.

GRAPHIC DESIGNER MTSU JUNE 2020- JAN. 2021

Middle Tennessee State University (MTSU), my alma mater, is a public university in Murfreesboro, Tennessee, renowned for its comprehensive academic programs, strong emphasis on research, and vibrant campus community.

Creates print and graphic collateral for all areas of the university. Examples include social media, vinyl car wrap, flyers and posters.

Ensures consistent branding, both internally and externally.

Communicates regularly with print shops and on-campus clients as collateral is taken from concept to production and distribution.

Engages with university students and staff as a design expert, and photographer.

Designed advertising in Illustrator and Photoshop.

Photographed and edited photos of past projects to post on social media.

Designed "how-to" articles for Moxie's website.

Communicated regularly with Moxie's owner about assigned projects.

Created illustrations for signage and employee use.

Designed Instagram and YouTube banners for six musicians: Tyler Farr, Terri Clark, Darius Rucker, Nickelback, Rodney Atkins and Maddie & Tae, with the highest Instagram reach being about 5,000 likes.

Edited lyrical Instagram videos for clients Darius Rucker and Tyler Farr, with the highest reach being 60,000 views.

Used Basecamp application daily to communicate with managing director.

Designed branding items for Terri Clark to use for her Instagram highlights and posts.

Collaborated with Middle Tennessee State University's marketing team and fellow designers to create a campus-wide masking and safety awareness campaign that was reported on by the Associated Press and local news outlets.

Designed 20 yard signs and 10 social media posts for the awareness campaign. Online messaging was well received despite the controversial topic.

Art directed a photo shoot for images used in advertisements.

Researched the pandemic and how to best approach an audience with a controversial topic.

SOFTWARE

ILLUSTRATOR
PHOTOSHOP
INDESIGN
LIGHTROOM
DREAMWEAVER
ADOBE FRESKO
ADOBE ACROBAT
PROCREATE
CANVA PRO
BASECAMP

SKILLS

PHOTOGRAPHY
ILLUSTRATION
HTML AND CSS
ADVERTISING CONCEPT,
STRATEGY AND DESIGN
LOGO/MINIMALIST DESIGN
SOCIAL MEDIA DESIGN

AWARDS/ MEMBERSHIPS

DEAN'S LIST, 2017-2020
JOHN SEIGENTHALER
JOURNALISM SCHOLARSHIP
LISA L. ROLLINS JOURNALISM
SCHOLARSHIP

MEMBER OF SIDELINES, MTSU
AD CLUB AAF NASHVILLE
SIGGRAPH OFFICER
CO-LEADER OF HERCAMPUS
MTSU CHAPTER

EXPERIENCE (CONT.)

GRAPHIC DESIGNER CREATIVE TEAM LEADER JAN. 2020-MAY 2020

The 2020 National Student Advertising Competition (NSAC) of the American Advertising Federation featured Adobe as the client. The team functioned as advertising agency with a \$4 million budget to create an advertising campaign from research through creative development and client pitch.

CASHIER VUI'S KITCHEN MAY 2019-JULY 2020

Vui's Kitchen is a Nashville-based restaurant offering fresh, authentic Vietnamese cuisine made from locally sourced ingredients.

GRAPHIC DESIGNER SIDELINES-MTSU SEPT. 2017-AUG. 2020

Sidelines is the student-run newspaper of Middle Tennessee State University. It is distributed in print monthly and daily online.

Conceptualized creative direction for B2B campaign.

Ensured all components remained in line with the creative strategy while maintaining a unique concept.

Ensured visual continuity across all integrated media.

Ad campaign placed fourth regionally.

Trained new employees as front of house workers.

Resolved customer issues in a timely manner.

Answered customers' questions and addressed complaints, both in person and on the phone.

Prepped food and maintained store cleanliness for eight-hour shifts.

Formatted print designs and media under short deadlines.

Worked as a designer for 15 editions with at least two articles per edition.

Created original illustrations for articles.

Communicated constantly with newspaper's other designers and editors.

REFERENCES

EDWARD BREESE

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