

CHLOE WEBB

4th Year Advertising and Design Student at the University of Georgia

EDUCATION

A.B. IN ADVERTISING, UNIVERSITY OF GEORGIA

Grady College, Athens, Georgia, December 2024

- Minor in Design and Media from Lamar Dodd School of Art
- GPA 3.71

RELEVANT WORK EXPERIENCE

MARKETING & DESIGN INTERN

May 2023 to Present

Consume Media, Norcross, GA

- Created the branding and promotional assets for the launch of a company podcast
- Acquires media assets, writes social captions that match company voice and sets the social media calendar for posting on Instagram and LinkedIn
- Conducts industry research each week to write a 500 word blog post
- Creates and designs various content for internal posting

ART INSTRUCTOR

May 2022 to July 2022

The Art Place, Marietta, GA

- Worked directly with children aged 6-16 as an instructor in all mediums of art
- Created eight weeks of lesson planning involving mediums: painting, drawing, mixed media, and ceramics
- Assessed the needs of each individual child while actively coordinating a functional and adaptive classroom

GRAPHIC DESIGNER

Feb 2022 to April 2022

Deep River Fest, Milledgeville, GA

- Utilized various Adobe software to compose t-shirt designs, poster designs, and several social media graphics for Instagram and Facebook
- Collaborated with the social media manager on multiple ideas for social content
- Completed proposals and mockups for the client and conducted revisions as needed

WEBSITE DESIGNER

Jan 2022 to May 2022

Georgia College, Milledgeville, GA

- Created, designed, and maintained the Georgia College Digital Humanities Collaborative (DHC) official webpage
- Served as the student assistant assigned to the head of the Georgia College DHC
- Presented ideas at bi-weekly meetings concerning potential upgrades and conducted research on various viable features to add

CAMPUS INVOLVEMENT

CONTENT DESIGNER - WOMEN IN MEDIA

April 2023 to Present

- Creates all social media graphics, redesigned org. website, designed org. t-shirt

TRANSFER STUDENT AMBASSADOR

Aug 2023 to Present

- Acts as an ambassador for transfer students at UGA, represents Grady at events

GRADY COLLEGE AMBASSADOR

Jan 2024 to Present

- Acts as a Grady ambassador for potential and current students within the college

CONTACT

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Athens/Roswell, GA

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TOOLS AND SOFTWARE

- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Suite
- Loomly

SKILLS

- Copywriting
- Research
- Social Media
- Creativity
- Detail-oriented
- Adaptability

PORTFOLIO

chloe-webb.com

HONORS

- Koonin Scholars Award Recipient
- President's List (Fall 2021, Spring 2022)
- Dean's List (Fall 2020/2022, Spring 2021)
- Alpha Lambda Delta Honors Society