



# Sydney Matteson

[sydneymatteson.me](http://sydneymatteson.me)

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## Contact

(805) 712 - 5619

Address upon request

[sydneymatteson@gmail.com](mailto:sydneymatteson@gmail.com)

## Education

**California Polytechnic State University, San Luis Obispo**

Bachelor of Science, Graphic Communication

Concentration: Web and Digital Media

To be conferred | *June 2018*

## Skills

### Adobe

Photoshop, InDesign,  
Illustrator, Acrobat Pro,  
After Effects, and Bridge

### Web based

HTML, CSS, WordPress,  
Trello, GitHub, and  
Social Media

### Microsoft

Word, Excel, and PowerPoint

## Experience

### Brand and Office Manager | *July 2012 - present*

Flowers by Kim—Paso Robles, California

Designed and developed the Flowers by Kim brand including website and marketing collateral. Managed clients (brides), created estimates/invoices, collected payments, solved problems, managed HR needs, designed a rental inventory system, and created successful marketing strategies.

### Freelance Design | *2011 - present*

Designed and established brands for businesses including websites, print collateral, and social media presence under my own brand, specializing in the wedding industry.

## Leadership

### Crimson Newsmagazine

Paso Robles High School

Editor-in-Chief | *2013 - 2014*

Art Director | *2012 - 2013*

Graphic Designer | *2011 - 2012*

## Awards

### Journalism Education Association Write-Offs

Advertising Design: Superior | *November 2013 and April 2013*

### Journalism Education Association of Northern California

Advertising Design: 1st and Front Page Design: 2nd | *May 2013*