

Sydney Matteson



Contact

2005 Autumn Breeze Lane
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Skills

Adobe

Photoshop, InDesign, Illustrator,
Bridge, and After Effects

Web

HTML, CSS, WordPress, and
Social Media

Microsoft

Word, Excel, and PowerPoint

Operating Systems

Mac, Windows, and Linux

Other

Color Management, FileMaker,
Square, Trello, and QuickBooks

Leadership

Crimson Newsmagazine

Paso Robles High School
Editor-in-Chief | 2013 – 2014
Art Director | 2012 – 2013
Graphic Designer | 2011 - 2012

Education

California Polytechnic State University, San Luis Obispo

Bachelor of Science, Graphic Communication

Concentration: Web and Digital Media

To be conferred June 2018

Experience

Brand and Office Manager | July 2012 – present

Flowers by Kim—Paso Robles, California

Developed and managed the Flowers by Kim brand including website and marketing collateral. Enhanced brand image through social media presence. Interacted with clients to set up appointments, created estimates/invoices, and solved problems. Created an inventory system for rental items which included photographing, editing, creating a SKU system, and developing an employee catalogue.

Freelance Design | 2011 – present

Collaborated with companies such as Big Red Marketing and Sealed with a Kiss to create designs for clients. Designed, developed, and established brands for businesses including websites, print collateral, and social media presence under my own brand. Websites include:

flowersbykim.com
elegant-details.com
sarahangelique.com

Honors & Awards

College of Liberal Arts Dean's List

Winter 2015, Spring 2015, Spring 2016

Journalism Education Association (JEA) Write-Offs

Advertising Design: Superior | November 2013 and April 2013

Journalism Education Association of Northern California (JEANC)

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