

(678) 480-7046

[sydneyreardon.design](mailto:sydneyreardon.design)

[sydneyreardon.design@gmail.com](mailto:sydneyreardon.design@gmail.com)

[linkedin.com/in/sydneyreardon](https://www.linkedin.com/in/sydneyreardon)

GRAPHIC DESIGNER

## SUMMARY

Graphic designer with a background in art and integrated marketing communications, creating visual work from branding to digital and print design. Combines creative thinking with strategic insight to produce engaging, effective designs that connect with audiences.

## EDUCATION

UNIVERSITY OF MISSISSIPPI | OXFORD, MS

August 2022 - May 2026 | GPA 3.96

B.S. in Integrated Marketing Communications | Minor: General Business

B.A. in Art Major: Art | Minor: Journalism

## EXPERIENCE

UM ART DEPARTMENT | GRAPHIC DESIGN INTERN

August 2025 - December 2025 | Oxford, MS

- Created print materials and social graphics, including 60+ name tags across the building
- Coordinated assets that improved event promotion and visual consistency

ROGERS ELECTRIC | MARKETING GRAPHIC DESIGN INTERN

May 2025 - November 2025 | Alpharetta, GA

- Developed fact sheets, case studies, presentations, and branded materials for 100+ field employees, ensuring brand consistency across materials
- Presented concepts to leadership, delivering materials that strengthened sales efforts

PARENTS OF COLLEGE STUDENTS | MARKETING INTERN

January 2025 - May 2025 | Oxford, MS

- Designed campaign graphics and updated website content to increase engagement
- Managed client communication and executed promotional giveaways that boosted audience interaction

UM HOUSING DEPARTMENT | MARKETING ASSISTANT

March 2024 - May 2024, January 2025 - May 2025 | Oxford, MS

- Led housing tours and coordinated recruitment events that increased student interest
- Communicated with prospective students and families to strengthen outreach efforts

PRIMERICA | DIGITAL MARKETING INTERN

June 2024 - August 2024 | Duluth, GA

- Responded to 2,000+ Google reviews to improve brand visibility and engagement
- Produced digital assets supporting campaign performance

## HONORS AND ACTIVITIES

- Chancellor's Honor Roll, 6 semesters
- Gamma Beta Phi National Honor Society
- Phi Kappa Phi Honor Society
- National Society of Leadership and Success
- Pine Lake Church Public Relations Team
- University of Mississippi Ad Club
- Phi Mu Public Relations and Reference Committee

## DESIGN SKILLS & SOFTWARE

- Typography
- Production Design
- Web Design
- Packaging Design
- Adobe Creative Suite
- Microsoft Office
- Photography
- Canva