

Sydnee Cearlock

Graphic Designer + Photographer

217.848.4303

sydnee.photographyco@gmail.com

www.trailboundfilms.com

[@sydneecreates](https://www.instagram.com/sydneecreates)

about

Passionate designer and photographer with a love for marketing, branding, and print. A photographer for over 10 years and a graphic/web designer for 5, I love to continue to hone my skills and learn from those around me.

education

2021
Community College of Denver
Associate of Arts

skills

Adobe Illustrator	★★★★★
Adobe InDesign	★★★★☆
Adobe Lightroom	★★★★★
Photoshop	★★★★☆
Figma/XD	★★★★☆
Wordpress	★★★★☆
Art Direction	★★★★☆
Project Mgmt	★★★★☆
Admininstrative	★★★★★

work experience

McLemore Resort
Lead Graphic Designer

January 2025 - Present

My role involves handling all graphic design needs for both internal and external teams. This includes all print and digital projects for the golf club, five restaurant outlets, Cloudland Hotel, events, digital marketing (and all advertising platforms), as well as producing national publications (incl. Golfweek, CityScope, GOLF, Links Magazine, Garden & Gun).

As I grow more as a designer, my goal is to gain the skills to develop into an Art Director role.

Pratt Home Builders
Lead Creative

April 2023 - January 2025

Driving the marketing efforts for Pratt Home Builders while supporting all four subsidiary companies and the multifamily properties with design, photography, and project management.

My job was to create all marketing collateral for 4 companies incl. internal/company-wide material, plan & manage events, plan marketing strategies and campaigns, manage & execute signage plans, manage the website designs and development, and design branding identities for both single-family and multi-family projects.

hobbies

When I'm not working on my **freelance** business, you can usually find me **on a run**, out at the **trailhead** with my dog, or **writing music** at my 1940s **piano**. I love the outdoors and exploring Chattanooga, visiting my family in Illinois, and meeting new interesting people. I'm a huge burger girl, really enjoy craft beer, and love making others feel joy.

passions

Music	★	★	★	★	★
Photography	★	★	★	★	★
Design	★	★	★	★	★
Hiking	★	★	★	★	★
Food	★	★	★	★	★
Dancing	★	★	★	★	★
Socializing	★	★	★	★	★
Poetry	★	★	★	★	★
DIY Projects	★	★	★	★	★

why chatt?

After my first year of college, I moved to Colorado where I lived for 6 years. In 2020, I lost my dad to cancer and it inherently caused my priorities to shift. I knew I wanted to move closer to my family and somewhere that wasn't as busy - so we moved here in September 2022. I fell in love with Chattanooga & I'm able to visit my family every few months - 7 hours is much better than a 16-hour drive!

work experience

The Trusted Team KW

Marketing & Admin Coordinator

November 2022 - April 2023

Half of my role for this community-loved small business was to handle all listing paperwork, closing documents, and manage communication between clients/realtors/title companies. Attention to detail was critical. I was also trusted to manage marketing efforts like the website, lead generation, socials, and photograph new homes.

Thankful, Inc.

Lead Creative

Dec 2021 - October 2022

Working for this startup company in Denver meant that I wore a lot of hats as the sole creative. During my time there, I developed the brand identity, designed all print and digital collateral, directed and lead photoshoots for CPG products, created all social media content, built custom websites for us and our creators, and spearheaded all marketing efforts. I also did a lot of marketing research and created investor-facing collateral.

BHD Test & Measurement

Marketing & Admin

July 2021 - January 2022

During my short time at BHD, I was in charge of vendor and customer relationship management, project management, logistics, admin, & eventually the marketing and updating collateral.

The Digital Frontier

Office Manager

January 2018 - July 2021

Where my love for print first started - I managed every order that came through our shop, client relations, logistics, and would also help in our production when things were busy. I was the point of contact for every client and the project manager for every piece of print we made.