



savchapple.com

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ABOUT ME

Hello! I'm an Art Director from Salt Lake City, Utah. I am currently a senior advertising student at BYU. I have a background in Creative Direction, Marketing, Photography, and Design.

EDUCATION

Brigham Young University **Fall 2020 - Present**

BA: Advertising
Creative Track Emphasis: Art Direction

Expected Graduation - April 2023
3.6 GPA

EXPERTISE

Adobe Suite - Ps, Ai, Id, Lr, Pr

Brand Marketing

Graphic Design

Photography & Video Editing

Project Management

EXPERIENCE

Senior Art Director **Apr. 2021 - Present**

BYU AdLab

Ideate and produce T.V. and integrated campaigns. Worked with Amazon, BIC, NFL, Utah Department of Commerce, and BYU.

Head Designer **Nov. 2022 - Present**

Smartsbox

Consult on magazine design, brand design, and marketing.

Marketing and Media Coor. **Aug. 2022 - Present**

BYU Department on Anthropology

Create marketing strategy and materials for the department to help increase department numbers.

Brand Marketing Coordinator **Aug. 2021-Apr. 2022**

Upkid Inc.

Developed and implemented marketing and advertising campaigns. Establish brand image, track data, maintain promotional materials inventory, plans meetings and career fairs.

FL. Professional Photographer **Sep. 2018 - Present**

Sav Chapple Photography

CERTIFICATIONS & AWARDS

AAF ADDY Award

Silver ADDY Award - Cinematography
Silver ADDY Award - Copywriting

2023

One Show for Creativity

Shortlist: Art Director

2022

BYU Talent Scholarship

Art Director

2022-2023

Microsoft Office Certified

Word, Excel, Powerpoint

Since 2017