

Sydney Dietz

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Graphic Design and Integrated Media and Strategic Communication

PROFILE:

Creative designer with a focus on print and digital media. Experienced with Adobe Creative Suite and collaborating with editorial and marketing teams to communicate, solve problems, and deliver work that stays on brand and meets production goals.

SKILLS:

Design: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Branding, Typography, Editing

Office: Microsoft Office (Word, PowerPoint, Excel), Asana

Marketing: Instagram, X, Facebook, Sprout Social, Meta Business Suite, Mailchimp, Loomly, WordPress

PROFESSIONAL EXPERIENCE:

Erie Sports Commission | *Event and Marketing Manager, February 2024 - Present*

- Manage brand identity, external marketing, and communications across print and digital platforms that assist in attracting over 80 events annually that generate over \$80 million estimated economic impact.
- Manage the design and approval of marketing collateral, website content, and social media campaigns that generate over 400,000 impressions and over 10,000 website users annually.
- Developed layout and imagery guidelines to direct the visual strategy of design and marketing projects.

Walt Disney Company | *PhotoPass Photographer, September 2023 - January 2024*

- Captured high quality photos of guests using storytelling to create memorable experiences.

Merciad, Mercyhurst University Newspaper | *Sports Editor, September 2021 - December 2022*

- Designed the layout of the sports section using Adobe InDesign, adhering to established templates.
- Proofread and verified typography and design quality for accuracy across print and digital platforms.

Lumen, Mercyhurst University Creative Arts Magazine | *Lead Designer, Spring 2022*

- Assisted in layout development, color selection, typographic styling, and imagery to create a cohesive visual identity for production.
- Developed and refined master pages to ensure consistency throughout production.
- Prepared and packaged the final design files for print and digital production.
- Optimized content for print and digital platforms, ensuring accessibility compliance and usability for all.

City of Erie | *Marketing Specialist Intern, March - September 2022*

- Designed branded layouts for city-wide graphic design projects.
- Supported planning and marketing for CelebrateErie, the region's largest event, and managed the ChalkWalk, coordinating 40 artists and sponsors that attracted over 100,000 attendees.

Additional experiences include: Belle Valley Elementary School Volunteer Artist (2023), Mercyhurst Communication Team (2020-2021), Mercyhurst Ridge College Wireframe Designer (2022), and designer of promotional brochures for Mercyhurst University (2020).

EDUCATION:

Mercyhurst University, Erie, PA | GPA: 3.906

Bachelor of Arts in Graphic Design and Bachelor of Arts in Integrated Media and Strategic Communication

HONORS AND AWARDS:

- Mercyhurst Dean's List (2018, 2019, 2020, 2021, 2022)
- Phi Eta Sigma Honors Society (Inducted April 28, 2018)