

CHANDLER FOSTER

chandlermichelle33@gmail.com
281-797-5465
Austin, TX

WORK EXPERIENCE

FREELANCE BRAND DESIGNER

March 2023-Present

- Developed a comprehensive brand identity and brand book for Nikki Smith Jewelry, leveraging industry research and consumer insights.
- Designed a custom illustrated logo for a beauty brand's launch of eco-friendly false lashes.
- Created a special-edition logo for Loftware's annual sales kickoff, enhancing event branding and corporate engagement.

GRAPHIC DESIGN & CONTENT MANAGER, PROJECT ALS

March 2022-February 2025

- Spearhead all graphic design and content initiatives, ensuring cohesive branding and strategic storytelling.
- Managed website development and UX-driven landing pages using WordPress and Classy to optimize donor engagement.
- Developed and oversaw comprehensive digital and design strategies, aligning creative direction with organizational goals.
- Designed high-impact digital and event assets for A-list fundraising events.
- Led video and photography production for campaigns and events.

ASSOCIATE STRATEGIST, KHOROS

February 2020-January 2025

- Managed and mentored 15 social media coordinators.
- Effectively managed customers on a day-to-day level while keeping an eye on long-term vision for goals and growth.
- Analyzed data and formed insights for quarterly, weekly and campaign reports.
- Wrote strategic POVs for the company's internal and external blog.
- Created content ideas and copywriting for Fortune 500's social channels.
- Won a Shorty Award for Overall Best Twitter Presence (2020).

SOCIAL MEDIA COPYWRITER, KHOROS

January 2018-February 2020

- Moderator and copywriter for a Fortune 500 company's social platforms.
- Reworked the aesthetic across pages and platforms for the customer.
- Created and executed weekly industry analysis that was sent to executives.
- Was one of two for a pilot listening project for a large social media company that resulted in an additional \$300K retainer.

ACCOUNT COORDINATOR, THE MARKETING ARM

December 2016-January 2018

- Worked with several departments on a variety of social and shopper asks for Chili's, Bacardi, and Yellow Tail Wine.
- Coordinated and facilitated weekly and annual photo-shoots.

SKILLS

- Adobe Creative Suite
- 2D Illustration
- After Effects
- Motion Graphics
- Copywriting
- Figma
- Microsoft Suite
- Focus Group Moderation
- WordPress
- Opal
- Asana
- Curalate
- Monday
- Meta Business Manager
- Final Cut & Premiere Pro
- Mailchimp

EDUCATION

MFA in Graphic Design, 2023
Faculty Award for Graphic Design
New York Institute of Technology
New York, NY

BA in Marketing, 2016
Concentration in Advertising
University of Oklahoma
Norman, OK

PORTFOLIO

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