







SYDNEY FAJARDO

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Experience

FABLETICS
OCT 2024 - PRESENT

SENIOR GRAPHIC DESIGNER
Oversee the conceptualization and design of 12 monthly campaigns and 6 celebrity collaborations annually, across digital, social, retail, and email channels. Pitch and present campaign concepts to stakeholders, ensuring high-quality standards and brand consistency throughout all materials.

JAN 2023 - OCT 2024

GRAPHIC DESIGNER
Collaborated with creative and marketing teams to design compelling assets for 12+ campaigns a year across digital, social, retail, and email. Ensured high-quality standards and consistency across all work to maintain brand cohesion.

REVOLVE
NOV 2021 - DEC 2022

JUNIOR GRAPHIC DESIGNER
Designed branded campaign assets for Hotel REVOLVE, REVOLVE Festival, REVOLVE Gallery, and REVOLVE Social Club, including logos, merchandise, and marketing materials. Created social media graphics, welcome booklets, newsletters, and invites for exclusive brand launches and events.

PANCREATIC CANCER ACTION NETWORK
MAR 2020 - NOV 2021

JUNIOR DESIGNER
Collaborated with the team to pitch creative direction for over 30 campaigns across social media, websites, advertising, and events. Designed social media assets, booklets, emails, web pages, and other marketing materials.

WORLD OF DANCE
OCT 2019

DESIGNER & CONTENT COORDINATOR
Collaborated with the team to design and create content for social media, websites, events, and presentations. Managed the social media calendar for World of Dance Fitness across LinkedIn, Instagram, Facebook, Twitter, Pinterest, and YouTube.

JAN 2019 - MAY 2019

GRAPHIC DESIGN INTERN
Created digital banners, postcards, newsletters, and other materials, engaging over 1.3M followers across platforms. Curated content and managed social media interactions to boost engagement, sales, and brand loyalty.

ASSOCIATED STUDENTS, INC., CSUF
JUN 2018 - JUL 2019

GRAPHIC DESIGNER
Collaborated with designers to conceptualize and pitch over 150 marketing campaigns, engaging approximately 40,000 students each semester. Designed posters, flyers, handbills, and digital assets for student-led events.

AUG 2017 - AUG 2018

ELECTRONIC MARKETING SPECIALIST
Worked with designers and marketing specialists to develop creative campaigns and manage digital ad schedules. Provided client support by answering inquiries, handling calls, and coordinating equipment reservations.

Education

CAL STATE UNIVERSITY, FULLERTON
MAY 2019
Bachelor of Arts in Communication
Concentration: Advertising

EL CAMINO COMMUNITY COLLEGE
MAY 2017
Associate of Arts in General Studies
Concentration: Arts & Humanities

Honors & Awards

BEST IN PRINT MAGAZINE
2020
First Place: CSUF Tusk Magazine
California College Media Association

NATIONAL STUDENT ADVERTISING COMPETITION
APR 2019
Third Place: CSUF
District 15 | Client: Wienerschnitzel

CUM LAUDE
AUG 2015 - JUL 2019
Academic achievement for cumulative grade point averages that are between 3.50 and 3.75

Skills

PROGRAMS

| | |
|---------------------|----------------------|
| Adobe Illustrator | Microsoft PowerPoint |
| Adobe Photoshop | Microsoft Word |
| Adobe InDesign | Microsoft Excel |
| Adobe After Effects | Microsoft Teams |
| Adobe Acrobat | Microsoft Outlook |
| Adobe Bridge | Figma |
| Google Slides | Jira |
| Google Sheets | Slack |
| G Mail | Zoom |

PRACTICAL

| | |
|---------------------|--------------------|
| Creativity | Critical Thinking |
| Communication | Organization |
| Collaboration | Adaptability |
| Leadership | Strategic Thinking |
| Attention to Detail | Resilience |