

CHANELLE SMITH- WALKER

CHANELLE
CREATIVE
.COM

EMAIL

chanelle.smithwalker15@gmail.com

WEBSITE

chanellecreative.com

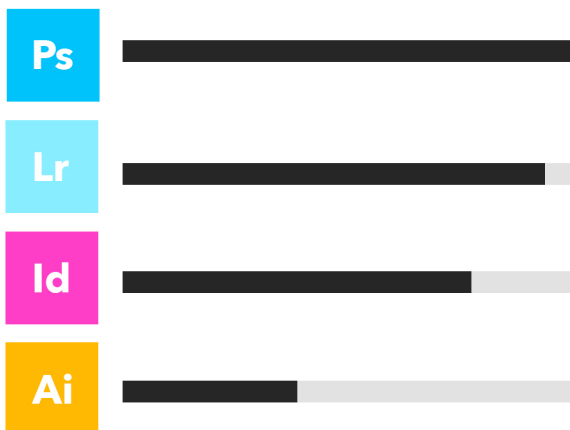
PROFILE

Most recently, Smith-Walker was one of the designer for the 2021 College Football National Championship, making her a member of the first female design duo and first black designer for the CFB Playoffs. Smith-Walker was named the Director of Creative Media for NC State Football in 2019 after a year as Associate Director of Graphic Design for the Baylor Bears. This makes Smith-Walker the first black female creative director in college football history. A decorated volleyball student-athlete at Elon University, she graduated in 2015 with a B.A. in strategic communications and a minor in Digital Art. Smith-Walker is currently working toward a Master's of Science degree in Sports Management from Southern Miss, where she previously served as a graduate assistant before becoming a Director of Digital Marketing and Creative Services of the department. Smith-Walker is an ambitious and innovative creative with 10+ years of hands on experience in handling creative projects, photoshoots, etc. Equipped with the ability to escalate brand awareness with simple, clean and edgy design that caters to the desired target audience while also humanizing the athlete.

EDUCATION

B.A. STRATEGIC COMMUNICATIONS MINOR IN DIGITAL ART

Elon University · May 2015



EXPERIENCE *CURRENT POSITIONS

* DIRECTOR OF CREATIVE MEDIA

NC State University Football (Jan. 2019 -)

Design and manage all recruiting, digital and marketing content. Responsible for shooting players, recruits, community service, events, etc.

* FREELANCE GRAPHIC DESIGNER

On Her Turf | NBC Sports (May 2020 -)

Design graphics for their social media platforms.

* FREELANCE CONTENT CREATOR

Icon Vibes | Level1 Sports & Entertainment (Nov. 2020 -)

Design graphics for their social media platforms.

* CREATIVE PLUG COMMITTEE

Sports Creative Podcast (Nov. 2020 -)

As committee member, we met weekly for months to start a mentorship program called Creative Plug. The purpose of Creative Plug is to establish a collaborative community comprised of mentoring relationships that will provide Black creatives with the opportunity to realize both professional and personal development goals, as well as enable our organization as a whole to build talent within our industry.

FREELANCE DESIGNER

CFB Playoffs - 2021 National Championship

Designed graphics for CFB Playoffs social media platforms.

ASSOC. DIRECTOR OF GRAPHIC DESIGN

Baylor University Football (Feb. 2018 - Jan. 2019)

Responsible for designing social and recruiting content as well as internal content for coaches.

DIRECTOR OF DIGITAL MARKETING & CREATIVE SERVICES

University of Southern Mississippi Athletics (Jan. 2017 - Jan. 2018)

Managed social media content for all sports accounts including the main athletics account. Collaborated with each SID to create social media plans for their designated sports. Planned and organized photo shoots for each sport and football recruits. Also, assisted football with recruiting graphics and National Signing Day.

CREATIVE SERVICES GRADUATE ASSISTANT

University of Southern Mississippi Athletics (Aug. 2017 - Jan. 2017)

Responsible for designing social and print content for all 17 sports.