

CHANELLE SMITH-WALKER

CREATIVE DIRECTOR | GRAPHIC DESIGNER | PHOTOGRAPHER

678-438-1580 | chanelle.smithwalker15@gmail.com | [LinkedIn](#) | [chanellecreative.com](#)

A seasoned creative professional with 10+ years of expertise in creative direction, marketing strategy, graphic design, and photography. Well versed in managing teams of creatives and contractors; as well as partnering with engineers, legal, marketing, and organizations. With the unique ability to elevate brand awareness through simple, clean, and edgy design, effectively catering to the desired target audience while achieving campaign goals and objectives.

Adobe Photoshop | InDesign | Illustrator | Lightroom | Lightroom Classic | Bridge | Photoshelter | Profoto Lights
| Canon Cameras | Godox Flash Kit

PROFESSIONAL EXPERIENCE

CAROLINA PANTHERS, Charlotte, NC

July 2021 - Present

Team Photographer & Creative Content

- Capture high-quality, visually compelling images of NFL games, players, and related events. Employ a creative and artistic approach to showcase the excitement and intensity of game moments.
- Formulate and implement comprehensive digital campaigns for hallmark events including the NFL Draft, schedule releases, Hall of Honor ceremonies, and free agency periods.
- Effectively managing budgets and resources to optimize creative output, ensuring the team's creative endeavors align with financial parameters.
- Coordinate and conduct photo shoots to produce professional portraits of players, coaches, and team personnel. Capture the personalities and unique characteristics of individuals within the team.
- Work closely with marketing and media teams to align photography with the team's branding and promotional strategies. Manage freelance photographers to ensure consistent coverage and image quality.

Highest Achievement:

- Nominated for 2022 Hashtag Sports Shortlist for 90's Schedule Release Campaign.
- I led the conception and implementation of a groundbreaking initiative under the NFL Inspire Change program, titled "Representation Matters: Celebrating Black Culture." This multifaceted project involved forging a collaboration with a local black female-owned sneaker community, organizing a community service event in partnership with a black youth nonprofit, orchestrating a performance collaboration between the TopCats and Historically Black Colleges and Universities (HBCUs), and designing custom sweatshirts for both staff and players. The initiative garnered notable recognition and media coverage, with a featured segment on WSOC, a prominent local news station.
- Established and spearheaded shadowing initiatives tailored for minority creatives enrolled in local universities. These opportunities were designed to provide valuable insights and hands-on experience within the professional realm, aiming to bridge the gap between academic learning and practical application for individuals from underrepresented backgrounds.
- Serving as a dedicated member of the Panthers STRIDE committee, our esteemed Black Employee Resource Group. I actively contribute to the planning and execution of internal events designed to recognize and engage staff on matters related to Black culture and community. By fostering an inclusive environment and promoting cultural awareness, our committee plays a vital role in cultivating a workplace that values diversity and appreciates the richness of the Black experience.

UNIVERSITY OF TENNESSEE, Knoxville, TN

July 2021- Feb 2021

Director of Creative Content

- Spearheaded a dynamic creative team, directing the production of visually striking content encompassing graphics, videos, and promotional materials. Ensured a cohesive visual narrative that effectively communicated the team's identity and resonated with diverse audiences.
- Designed and executed graphics, set designs, and managed photoshoots tailored specifically for recruitment purposes. Ensured the visual elements aligned with the team's brand and effectively showcased the team's culture and values to potential recruits.
- Developed and delivered comprehensive Name, Image, and Likeness (NIL) presentations to incoming recruits during their visits. Provided insights and guidance on navigating NIL opportunities, showcasing a commitment to supporting athletes in understanding and maximizing their brand potential.

- Implemented tracking mechanisms to measure the effectiveness of multimedia campaigns, allowing for data-driven insights and continuous improvement in future strategies.
- Ensured all creative materials and presentations aligned with the team's overarching brand strategy. Maintained consistency in messaging and visual identity to reinforce the team's image and values.

NORTH CAROLINA STATE UNIVERSITY FOOTBALL, Raleigh, NC

Feb 2021 - Jan 2019

Director of Creative Media

- Captured and curated compelling visual narratives through photography, encompassing diverse subjects such as players, recruits, community service initiatives, and events. Ensured that visuals effectively communicated the team's narrative and resonated with the intended audience.
- Oversaw and executed impactful video production shoots, including stadium intro videos and uniform reveals. Contributed significantly to the team's overall brand identity and enhanced fan engagement through visually compelling and memorable video content.
- Implemented real-time crisis response strategies on social media during periods of heightened socio-economic challenges. Effectively communicated updates, resources, and support mechanisms to the community, showcasing a commitment to timely and relevant social impact.
- Established a proven track record of staying ahead of social media trends, facilitating content that remains relevant and engaging to targeted audiences, particularly recruits. Maintained a keen awareness of industry developments to inform content strategy and maintain a competitive edge in the digital landscape.

BAYLOR UNIVERSITY, Waco, TX

Jan 2019 - Jan 2018

Associate Director of Graphic Design - Football | Jan 2019 - May 2018

- Illustrated a capacity for innovative design solutions, introducing fresh and creative concepts to elevate the visual appeal of Baylor football social media content.
- Produced internal content catered to coaching staff, demonstrating an ability to tailor designs to meet the specific needs and preferences of internal staff.
- Managed and oversaw photoshoots specifically tailored for recruits, ensuring the creation of impactful visual content that authentically represents the team and attracts prospective athletes.

Associate Director of Graphic Design - Athletics | April 2018 - Feb 2018

- Created visually appealing graphics that effectively convey messaging and enhance the overall visual identity of social media platforms for Baylor Volleyball, Women's Basketball and Baseball.
- Collaborated closely with recruitment staff, coaching personnel, and marketing teams to understand specific recruitment messaging and themes, incorporating these elements seamlessly into the visual narrative of the photoshoots.

UNIVERSITY OF SOUTHERN MISSISSIPPI, Hattiesburg, MS

Jan 2018 - Aug 2016

Director of Digital Media and Creative Service | Jan 2018 - Jan 2017

- Spearheading the development and evolution of Southern Mississippi's visual brand identity, ensuring alignment with the team's values, goals, and fan base.
- Delivering high-quality and engaging content that enhances the overall visual identity and storytelling for each sport within the organization.
- Managed social media content for all 17 sports including the main athletics account.
- Collaborated with each Sports Information Directors to create social media plans for their designated sports.
- Planned and executed photoshoots for each sport and football recruits. Assisted football with recruiting graphics and National Signing Day.

Creative Services Graduate Services | Dec 2016 - Aug 2016

- Crafted dynamic and visually compelling content across both social media and print platforms for a diverse portfolio of 17 sports.
- Designing graphics that effectively communicate the unique essence of each sport, showcasing a keen understanding of the visual language required for different mediums.

PACE COMMUNICATIONS

Graphic Designer

July 2016 - Feb 2016

TEAM CONNECTION

Graphic Designer

Jan 2016 - June 2015

FREELANCE PROJECTS

- Founder of the Link Up CLT
- Photographer for Alvin Kamara x NASCAR Apparel Launch | 2023
- Creative Director and Photographer for National Women's Soccer League Draft Shoot | 2023, 2022
- Creative Director and Photographer for Champion's 2023 Fall Apparel Collection | 2023
- Photographer for Let It Fly Media for Formula 1 Miami Grand Prix | 2023, 2022
- Designer for College Football National Championship | 2021
- Designer for NBC Sports - On Her Turf | 2021, 2020

RECOGNITION

- Keynote speaker at Hashtag Sports Conference | 2022
- Nominated for NFL Next Women Up | 2022
- Hashtag Sports Creators of Color Honoree | 2021
- Black Sports Business Academy Mentor | 2023, 2024

EDUCATION

Elon University

B.A. Strategic Communications

Minor in Digital Art