

PAYTON O'BRIEN

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EDUCATION

August 2020 – December 2023

B.S. Degree

Strategic Communications, Media Design

Business Minor

University of Colorado, Boulder

TECHNICAL SKILLS

Adobe Creative Cloud Suite

Facebook Ad Manager

Social Media Management (Instagram, LinkedIn, YouTube, TikTok)

Copywriting

Slack

MailChimp

WordPress

Microsoft Suite

SOFT SKILLS

Written Communication

Time Management

Creativity

Detail-Oriented

Positive Thinker

Passionate About The Outdoors

Experience Working in Action Sports

EXPERIENCE

September 2021–May 2024

Creative Director – CU Boulder Freeride

- Lead designer of membership apparel and promotional materials for the nation's largest collegiate ski and snowboard club
- Managed the Instagram account, @cuboulderfreeride, to strategically market to both on and off-campus students, enhancing visibility and engagement
- Created posts, wrote caption copy, and responded to DMs all while keeping a consistent voice for the club
- Worked with corporate sponsors and distributors to provide goods for events like the Hill Jam, attended by nearly 2,000 students
- Planned special events and monthly trip logistics to accommodate 150 students
- Drove club growth through decisive leadership and fostering teamwork

January–December 2023

Graphic Design Intern – Leeds School of Business

- Collaborated closely with senior graphic designers and stakeholders to develop and maintain Leeds' collateral
- Produced motion graphics for digital display boards with Adobe AfterEffects for the Leeds building
- Crafted promotional material with Marq, Indesign, and Illustrator
- Conceptualized and developed detailed mockups for physical installations in Leeds using Photoshop

June–September 2023

Marketing & Post Production Intern – Level 1 Productions

- Managed Content organization, TikTok curation, and assisted in both paid and organic content creation, event planning, and sponsorships
- Wrote captions for both Instagram and Tiktok posts and managed, designed, and segmented weekly newsletters for Level 1 customers via MailChimp
- Proficient in Adobe Creative Cloud Suite for social media ad design and video editing, including motion graphics
- Orchestrated sponsorship logistics for events like film premiers and rail jams
- Conceptualized and developed apparel and accessories for Level 1 customers

December 2022–April 2023

Intern – Shane McConkey Foundation

- Consulted directly with foundation founder Sherry McConkey
- Managed web design and social media strategy
- Led event planning, advertising, and poster creation for the Pain McShlonkey and International Snowblade Day events