

# Daley O'Brien

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## EXPERIENCE

### **The Zero Proof, Atlanta, GA— *Graphic Design Intern***

MAY 2023- AUGUST 2023

The Zero Proof is a start-up focused on carefully curating a selection of non-alcoholic beverages, primarily selling through e-commerce and wholesale. I was responsible for making nutritional information accessible, creating email tests and campaigns, wholesale promotional material (ie. shelf talkers and banners), product listing on Shopify, refining pitch decks, and content curation for ad campaigns. I worked with every area of the company, in turn gaining project management and communication skills.

### **Pine and Pigment, Cumming, GA— *Employee***

FEBRUARY 2021- DECEMBER 2022

At Pine and Pigment, I help was responsible for creating a welcoming environment and maintaining effective customer service; listening to customers needs and finding resolutions. I was responsible for store cleanliness and organization throughout the day and product maintenance such as pricing, inventory, and stocking. I was also assisted in leading creative workshops such as blanket and sign making.

## CLUBS AND LEADERSHIP

### **Student Lead Team, Shades Mountain Baptist Church — *Student Leader***

AUGUST 2023 – PRESENT

On Student Lead Team I am responsible for cultivating community and growth within the college ministry, as well as organizing ministry wide events. I am also responsible for assisting in the leadership of college small groups to facilitate conversation among peers.

### **Middle School Ministry Team, Shades Mountain Baptist Church — *Life Group Leader***

SEPTEMBER 2022 – PRESENT

As a life group leader, I lead a group of up to 12, 8th grade girls, walking them through the lesson of the week, following lesson plans, facilitating discussion, and answering questions. I am responsible for attending team meetings, and checking in on the girls to ensure their mental, spiritual, and physical well-being.

### **Alpha Omicron Pi Rho Delta, Samford University— *Co-Merchandise Coordinator***

JANUARY 2022 – DECEMBER 2022

As Co-Merchandise Coordinator for my sorority Alpha Omicron Pi, Rho Delta Chapter, I took on the responsibility of merchandise design and distribution. I was responsible for communicating with the printing company, as well as Samford in order to get everything approved, printed, and ready for distribution while meeting a deadline.

### **Office of Admissions, Samford University— *Freshman Representative Council***

AUGUST 2021 – MAY 2022

In this position, I helped the Office of Admissions at Samford University run Preview Days. I was responsible for showing prospective Freshmen my dorm room, as well as interact with them, and help with traffic flow throughout the dorm hall.

### **AIGA, Samford University— *Member***

SEPTEMBER 2021 – DECEMBER 2021

AIGA is an organization for graphic design majors. We meet bi-weekly to network with professionals, learn new skills, and get to know our cohort.

## SKILLS

### Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- After Effects

### Microsoft Office Suite

- Word
- Power Point
- Teams
- Outlook

### Google Workspace

- Drive
- Docs
- Slides
- Meet
- Calendar

### Figma

### Procreate

### Production for print and digital

### Copy writing

### Photography

## AWARDS

Deans List – 2021, 2022, 2023

Alpha Lambda Delta – 2022

## EDUCATION

Pursuing BFA in Graphic Design – Samford University

Secondary Diploma – Alpharetta High School