

Dakota Chappel

CONTACT

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PROFESSIONAL SUMMARY

Creative and driven multimedia specialist with experience in graphic design, UX/UI research & design, digital marketing, and photography. Skilled in Adobe Creative Suite, web development, and training leadership. Strong communicator with a hands-on approach and proven ability to manage complex projects and collaborate with cross-functional teams.

EDUCATION

B.A in Graphic Design

Minors: UX Design & Marketing,
Digital Marketing Certificate

Saginaw Valley State University

Saginaw, MI — May - 2026

CORE SKILLS

Professional

Adobe Suite
Photography
Videography
Web Development
Digital Marketing & Branding
Usability and UX Research
UI Design
Leadership Oriented
Critical Thinking

Honors & Awards

Dean's List, SVSU — (2023-2026)

UI App Design Competition
Finalist (Top 3), SVSU — 2025

Cardinal Scholarship — (2022-2026)

Valley Housing Scholarship
— (2022-2026)

Tuition Transition Scholarship
— (2025-2026)

WORK EXPERIENCE

Marketing Representative

Lake Huron Credit Union – Saginaw, MI | Aug 2025 - Present

- Plan and coordinate on site or community events to increase brand awareness and local partnerships
- Develop and manage multi-channel marketing campaigns across social media, digital, print, and in-branch platforms
- Design marketing assets including social media graphics, flyers, banners, signage, etc.
- Assist with website updates and digital content management to ensure accurate and timely information for members

Graphic Design & Marketing Assistant

Clear Ideas – Sandusky, MI | Nov 2024 - Present

- Designed and managed county tourism website and content
- Led usability testing and marketing campaign development
- Created engaging digital content with Adobe tools
- Assisted with multiple contracts for businesses in increasing engagement and in-house activity

Videography, Web Development, & Graphics Assistant

Pulse Media Productions – Sandusky, MI | May 2024 - Present

- Edited professional headshots and developed websites
- Utilized Adobe and Lightroom for graphic refinement and image enhancement
- Supported and led camera setup and production

Photography & Design Editor

The Valley Vanguard – Saginaw, MI | April 2024 - Present

- Edited professional headshots and developed websites
- Utilized Adobe and Lightroom for graphic refinement and image enhancement
- Supported and led camera setup and production