

Dakota Chappel

☎ (810) 627-1286 ✉ dakotajchappel@gmail.com 🌐 dakotachappel-design.com 📍 Saginaw, MI

PROFESSIONAL SUMMARY

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

WORK EXPERIENCE

Marketing Specialist / August 2025 – Current

Lake Huron Credit Union — Saginaw, MI

- Developed and executed digital marketing strategy across social media, email, print, and digital channels to strengthen brand awareness and engagement.
- Planned and led on-site and community events, building B2B relationships and local partnerships to support business growth
- Designed print and digital marketing material including flyers, billboards, brochures, social graphics/videos, etc., while managing website updates to maintain consistent branding.

Graphic Design & Marketing Assistant / November 2024 – June 2026

Clear Ideas — Sandusky, MI

- Designed and managed county tourism website and content.
- Led usability testing and marketing strategy campaign development.
- Produced targeted digital content to attract and engage key audience segments across social and web platforms.

Videography, Web Development, & Graphic Assistant / May 2024 – June 2026

Pulse Media Productions — Sandusky, MI

- 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 / April 2024 – May 2026

The Valley Vanguard — Saginaw, MI

- Photographed and edited images for bi-weekly print and digital editions, ensuring high-quality, publication ready visuals under tight deadlines.
- Designed and filmed engaging multimedia content including graphics, photo spreads, and video to enhance storytelling and reader engagement.
- Managed photo and video production from shoot to final edit, collaborating with writers and editors to align with story angles.

EDUCATION

Bachelor of Arts in Graphic Design / May 2026

Saginaw Valley State University — Saginaw, MI

Minor in User Experience Design and Marketing with a Digital Marketing Certificate

SKILLS

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

HONORS & AWARDS (OPTIONAL)

- Dean's List — Saginaw Valley State University (2023-2026)
- UI App Design Competition Winner — Saginaw Valley State University / Zahnow Library (2025)
- Cardinal Scholarship — (2022-2026)
- Valley Housing Scholarship — (2022-2026)
- Tuition Transition Scholarship — (2025-2026)