

cheyenne arnold

ART DIRECTOR +
CREATIVE CONSULTANT

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nine to fives

JUNE 2019 – PRESENT

HATCH Collection | New York, NY
SOCIAL MEDIA + CONTENT MANAGER

Imagine everything a social team does, but it's just me! Then add on: art direction, photography, copywriting, and an entire influencer program. You've never met someone less interested in pushing a baby out of them, and yet I was able to talk the maternity & motherhood talk for 2 years no problem.

JUNE 2013 – JUNE 2019

Hurley/Nike | Costa Mesa, CA
GLOBAL SOCIAL MEDIA MANAGER + BRAND COMMS

I grew @hurley from 0 to 1 million followers, told epic athlete stories, and came up with seasonal brand campaigns, marrying product and storytelling like the digital ordained minister that I am.

contractually obliged

SHE'S WORDY

Gotta-click-'em subject lines, VO, editorial and site copy for peeps like Under Armour, Surfstitch, Rocky Mountain Chocolate, Volcom, Raen, SVN Space & Babe by HATCH.

ART DIRECTION

One time I drank a gallon of coffee and made an entire catalog (from concept, shot list, to every single word of copy) for Surfstitch (formerly SWELL). I've also art directed shoots for HATCH, Hurley & Rosa Swim, and conceptualized campaigns for Fiat, Kodiak Cakes & Vuori clothing.

CLICK CLICK CLICK

Girl gets camera, finds out she's pretty good at photography, people buy her prints, she is shocked, then brands like Guayaki, The Ecology Center, Quench Collective, and Rosa Swim pay her to take photos. Girl has no choice but to accept the fact that she is a photographer.

skills

Creative Direction
Brand Identity
Campaign Development
Photography
Copywriting
Social Media
Influencer Marketing
Expert typo-finder
People person!

technically speaking

Photoshop
Lightroom
Keynote
Google Analytics

in my free time

Shooting with a Fujifilm x100t
Oversharing on Twitter
Hip-hop dance classes
Making up cookie recipes

education

Bachelor of Arts in English, 2011
University of California Irvine