

# CHRISTOPHER RHODES

GRAPHIC DESIGNER & SOCIAL MEDIA SPECIALIST

## ABOUT ME

I'm a design guy and social media fanatic from Austin, TX who graduated with a BA in Graphic Design in 2013. Upon graduating, I packed my bags and headed to Brooklyn where I put in work at a boutique design firm by day and nurtured my clothing brand, FLAVNT Streetwear, by night. During that time I also honed my social media skills and grew both my personal and professional followings across multiple platforms to 150k+ followers. After my cold stint in NYC, I moved back to Austin where I've been growing my businesses and brand ever since. When I'm not working you can find me playing with my pups, at the gym, or sharing my journey and creating resources for LGBTQIA+ folks online.

## EDUCATION

### TEXAS STATE UNIVERSITY

AUGUST 2010 - DECEMBER 2013

### BA Communication Design

Graduated Summa Cum Laude  
Deans List all 7 Semesters  
3.98 GPA

## SKILLS

### SOCIAL MEDIA



### BRAND STRATEGY



### ADOBE ILLUSTRATOR



### ADOBE PHOTOSHOP



### ADOBE INDESIGN



### SQUARESPACE



### ADOBE PREMIERE



### WRITING



### CONTENT CREATION



## CONTACT

### EMAIL

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### PHONE

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### PORTFOLIO

chrishodesdesign.com

### FLAVNT

flavnt.com

### BLOG

seethestarsablaze.com

### INSTAGRAM

@seethestarsablaze

## EXPERIENCE

### FREELANCE

GRAPHIC DESIGN & SOCIAL MEDIA STRATEGY  
SEPTEMBER 2018 - PRESENT

I have worked with brands big and small (from law offices to sports teams, start-ups to documentary filmmakers) helping develop brand identities, marketing collateral, advertising campaigns, and more. As a social media specialist I have overseen account growth, organized photoshoots, created content, developed brand strategy, and written blogs for a multitude of clients.

### DAYLIGHT

CONTENT SPECIALIST  
JANUARY 2022 - JULY 2022

Daylight is an LGBTQIA+ banking startup, where I worked closely with the marketing team to develop strategies for creative campaigns. My focus was on creating content for social media platforms, primarily video content for TikTok. I also developed influencer relations, kickstarting their Creator Lab program.

### FLAVNT STREETWEAR

CO-FOUNDER  
APRIL 2014 - PRESENT

Established by my twin sister and I, FLAVNT is an LGBTQIA+ clothing line. At FLAVNT I oversee brand strategy, product design, customer service, social media management, fulfillment, and everything in between. Over the last 10 years we have raised over \$50,000 for gender-affirming surgeries and other community-relevant causes through fundraising initiatives. Additionally we have grown our social media reach by 75k+ followers, have been covered by dozens of media outlets, and were featured in Target's 2023 Pride Collection.

### 83 BAR

GRAPHIC DESIGNER  
MARCH 2017 - SEPTEMBER 2018

As the designer at 83Bar I spent my days creating advertising content for client websites and social media accounts, specifically for healthcare clientele. This included but was not limited to: facebook ad campaigns, visual branding, landing pages, print and web ads, and email campaigns.

### THEY BKLYN

INTERN/CONTRIBUTING DESIGNER  
AUGUST 2014 - APRIL 2015

At THEY, I answered to the Creative Directors and handled all digital design work while assisting on photoshoots and videography.

### SAN ANTONIO SCORPIONS

DESIGN INTERN  
APRIL 2013 - SEPTEMBER 2013