

# William S. Chapman

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## EDUCATION

- Boston University College of Communication**, Boston, MA May 2026
- Bachelor of Science in Advertising
  - Relevant Coursework: Foundations of Advertising, Fundamentals of Creative Advertising, Web Design
  - Study Abroad: writing and architectural coursework in accelerated 6 week program in Paris, France 5/23 – 6/23
  - Study Abroad: advertising strategy and British/European marketing coursework in London, England 9/24 – 12/24
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## EXPERIENCE

- Social Media Intern**, LYLIE Jewellery, London, UK 10/24 – 12/24
- Created and produced 20 short-form videos for Instagram and TikTok launch driven by original strategy and research. Supported studio management, facilitated client experience, and assisted with operations.
- Project Manager**, AdLab Advertising Agency, Boston, MA 1/24 – 5/24
- Directed and coached team of 7 in ad campaign for Under Armour client with 16 deliverables.
  - Organized and coordinated talent, location, equipment, and crew for 5 video and 1 photo shoots.
- Strategist**, AdClub, Boston University, Boston MA 1/24 – 5/24
- Co-developed Creative Brief and conducted market research for “Bites of Boston Food Tour” client.
- Photography Director**, The BU Buzz Magazine, Boston, MA 5/23 – 5/24
- Supervised online photo manager, 16 photo team members, and oversaw database with 130 models.
  - Across two issues, photographed covers and 12-16 page fashion spreads; assigned, supported, tracked progress of 29 print article shoots; and directed 2 team photoshoots and 3 workshops.
- Staff Photographer**, BU Today/Marketing and Communications, Boston, MA 11/22 – 5/24
- Captured and edited photos of events, people, and life on BU Campus, interviewing subjects and writing thorough captions for marketing and daily news website. 2-3 assignments/month.
- Photography Director**, Strike Magazine Boston, Boston, MA 9/23 – 12/23
- Created and executed conceptual shot lists as main photographer for 5 photoshoots. Managed and organized each shoot for a team of 9 photographers. Conducted final selection and edits for 1 issue.
- Project Manager**, AdClub, Boston University, Boston MA 9/23 – 12/23
- Lead, organized, and maintained morale for a team of 7 members producing 5 short-form video advertisements for “B/SPOKE Workout Studio” client with pre-professional agency.
- Studio Photography Intern**, Roy Cox Photography Studio, Baltimore, MD 8/21 – 8/22
- Prepared, assisted during, and cleaned up photoshoots with professional equipment for 2-5 clients/day.
  - Completed eight-month research project on the psychological effects of social media and editing.
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## PROJECTS

- Creative Director**, “BUZZ SZN” Series of The BU Buzz Magazine, Boston, MA 9/23 – 5/24
- Created and directed fashion photo/video series with 9 shoots about the seasons, pop culture, and social commentary. Co-designed the layout of and wrote copy for 32-page special edition print magazine.
  - Planned, coordinated, and co-hosted launch party event for a crew of 65 creatives and 100+ attendees.
- Creative Director**, “Our New Chapter” Gallery, Boston, MA 11/22 – 10/23
- Interviewed and photographed 26 first-year students about adjustment to college. Awarded full \$2,000 Wellbeing Project Grant to design 13 boards and 26 webpages for preview (5/23) and showcase (10/23).
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## SKILLS

- **Computer:** Adobe Lightroom and Photoshop, Basecamp, Canva, HTML, WIX, Microsoft Office, Google Drive
- **Camera:** Canon 5D Mark IV, Godox AD600 Pro