

William S. Chapman

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EDUCATION

Boston University College of Communication, Boston, MA

May 2026

- Bachelor of Science in Advertising
 - Minor: Innovation & Entrepreneurship in Questrom School of Business
 - Relevant Coursework: Foundations of Advertising, Fundamentals of Creative Advertising, Web Design
 - Study Abroad: video production and environmental research coursework in Sydney, Australia 1/25 – 4/25
 - Study Abroad: advertising strategy and British/European marketing coursework in London, England 9/24 – 12/24
 - Study Abroad: writing and architectural coursework in accelerated 6 week program in Paris, France 5/23 – 6/23
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EXPERIENCE

Strategy Intern, The Hallway, Sydney, Australia

3/25 – 5/25

- Conducted market research for client brand refreshes in the tourism, education and investment industries.
- Refined brief writing and presentation skills through weekly internal exercises.

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.

Front Desk Attendant, Boston University Events & Conferences, Boston, MA

5/24 – 8/24

- Facilitated the arrival and departure of 100-500 guests per week and assisted throughout their stays.
- Managed key security/records and resolved daily maintenance/custodial issues.

Project Manager, AdLab Advertising Agency, Boston, MA

1/24 – 5/24

- Directed and coached team of 7 in developing ad campaign for Under Armour client with 16 deliverables.
- Organized and coordinated talent, location, equipment, and crew for 5 video and 1 photo shoots.

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.

Lead Sales Associate and Assistant Inventory Manager, Bearing Gifts, Savage, MD

4/18 – 1/24

- Conducted training of new hires and supervised employees, provided support as lead customer service representative, and maintained accurate inventory records. Managed setup of "Lightspeed Retail" program.

Studio Photography Assistant (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

- Canon 5D Mark IV, Godox AD600 Pro, HTML, Adobe Lightroom and Photoshop, Canva, WIX, Microsoft Office