

WILL CHYLIK

Boulder, CO | 440-991-6620 | wchylk@gmail.com | willchylk.com | linkedin.com/in/willchylk

EDUCATION

University of Colorado Boulder

B.S., Advertising, Public Relations & Media Design

- Chancellor's Scholarship recipient
- GPA: 3.09

Boulder, CO

Expected May 2027

Universitat Autònoma de Barcelona

Study Abroad Program

Barcelona, Spain

Spring 2026

MARKETING & LEADERSHIP EXPERIENCE

Sigma Pi Fraternity, Zeta Delta Chapter

Media & Merchandise Manager

Boulder, CO

Jan 2024 – Dec 2025

- Ran the chapter's social media and merchandise program, generating more than \$15,000 in gross profit for the chapter.
- Grew engagement on the chapter's social media accounts by more than 200%.

Independent Content Projects

Content Creator

Boulder, CO

2018 – Present

- Built TikTok pages that use performance analytics to guide what gets posted and feature curated user-generated content, earning 1M+ combined views.
- Launched and run AI-driven news accounts on X and a personal graphic design page to test what content gets traction on each platform.

Fullpacks LLC

Co-Founder & Purchasing Manager

Cleveland, OH

Jun 2021 – Feb 2022

- Co-founded an Amazon storefront in high school and scaled it from a garage into a six-figure business with its own warehouse.
- Led product purchasing as the business grew; paused operations to focus on college.

ADDITIONAL EXPERIENCE

Champions Center Dining Hall, CU Athletics

Server / Dishwasher

Boulder, CO

Jan 2025 – Present

- Work in a high-volume dining hall serving hundreds of student-athletes daily while attending school full time.

SKILLS

Design & content: Adobe Creative Suite, graphic design, social media content, user-generated content curation

Marketing: social media analytics, audience growth, merchandising

Business: e-commerce (Amazon storefront), purchasing, customer service