

CHLOE PUSHA

+1 434 352 1096
chloe@thirdformcreative.com
Portfolio Link ↗

BRAND DESIGNER CONTENT MANAGER

Designer and content manager specializing in brand identity and visual systems for national social impact campaigns across politics and culture.

EDUCATION

Bachelor of Arts in Sociology MAY 2023
University of Virginia
Highest Distinction

CERTIFICATIONS

Applied Business Science, Digital Marketing APR 2025
University of Virginia SCPS
Google Analytics Certification MAR 2025
Google Ads Search Certification MAR 2025

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Canva
Figma
Meta Business Suite
Google Analytics
Buffer

SKILLS

Brand Strategy
Brand Identity
Content Strategy
Social Media Management
Campaign Management

EXPERIENCE

JUL 2025 - PRESENT

Founder and Designer

Third Form Creative Studio

Brand identity and strategy studio partnering with cultural and social impact organizations. Grew out of an independent design practice begun in early 2024.

FEB 2024 - JUL 2025

Brand Designer & Strategist

Freelance

Freelance brand and campaign design for national political and advocacy clients, spanning identity, social systems, and content.

SELECTED WORK

AUG 2024 - PRESENT

Social and Brand Designer

Native Land Pod

Managed social content for the national podcast, handling scheduling, posting cadence, and creative. Designs weekly show thumbnails, reel covers, and campaign identities for tours, live events, and partner activations including Essence Fest, CultureCon, and the Congressional Black Caucus Annual Legislative Conference.

FEB 2026 - MAY 2026

Campaign Identity Designer

Justice For Greenwood

Created the campaign identity for the Greenwood 120 Awards Gala, a national event honoring the resilience of Greenwood and the descendants of the 1921 Tulsa Race Massacre. Delivered campaign strategy, positioning, and the event identity system, including on-stage assets, promotional graphics, trophy design, and event collateral.

MAR 2025 - JUN 2025

Brand & Creative Lead

State of the People Power Tour & TV

Created the brand and led creative and content strategy for an 11-stop, 10-state national tour backed by 50+ partner organizations including the NAACP and NCNW, featuring Angela Rye, Joy-Ann Reid, and other national figures. Directed a six-person creative team across graphic, web, motion, and social, managed content planning and cadence, and served as creative point of contact in national team meetings.

APR 2024 - MAY 2024

Content Manager and Designer

Justice For Marilyn Mosby Campaign

Managed social media for the campaign, setting the posting schedule, coordinating a team of contributors, and producing the graphics and edited video that ran across the page. Directed the launch video concept for a nationally visible advocacy effort.