

SHELBY RAY GANDY



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EDUCATION

The University of West Alabama

Anticipated Graduation: December 2022

Bachelor of Science | GPA: 4.0

Integrated Marketing Communications: Graphic Design

SKILLS

Adobe Creative Cloud

Illustrator, InDesign, Photoshop, Lightroom

Google Workspace

Docs, Slides, Sheets, Forms

Microsoft Office

Word, PowerPoint, Excel, Outlook

Social Media

Instagram, Facebook, Twitter, TikTok

Video

DaVinci Resolve

Web

Divi, WordPress, HTML, CSS

CERTIFICATIONS

Google Analytics

HubSpot

Microsoft Word

Microsoft Word Expert

Microsoft PowerPoint

Microsoft Excel

AWARDS

2022 AL Voter Guide Cover Designer

UWA President's List

Lambda Pi Eta Excellence Award

Phi Kappa Phi Emerging Scholar Award

Phi Mu 110% Award

Phi Mu New Member of the Year Award

Phi Mu Ladylike Lion Award

Phi Mu Spirit of Phi Mu Award

EXPERIENCE

Graphic Design Intern

City of Tuscaloosa Strategic Communications Office | 2022-present

- Create graphics for municipal events across 3 social media platforms for 81,000 followers
- Design digital advertisements for crowds of 8,000+ at the Tuscaloosa Amphitheater
- Develop and execute a strategic marketing plan for a \$20,000 anti-littering campaign
- Rebrand and design 100% of the graphics for the annual Celebration on the River event
- Communicate with businesses and vendors daily to coordinate printing services

Editor-In-Chief

UWA ZONE Magazine | Livingston, AL | 2022

- Directed 6 staff members in producing a 48-page magazine within 7 weeks
- Distributed 2,000 copies of the publication with an online readership of over 2,000
- Approved all elements of production, including ads, stories, and layouts
- Secured \$5,500 in ad revenue (\$1,000 in personal sales)
- Edited 25+ stories for content, organization, correct grammar, and AP style
- Designed half of all spreads and multiple advertisements

Venue Staff

Mimosa Ridge Wedding Chapel | Belmont, AL | 2015-present

- Execute highly-detailed event setup for 30+ weddings a year
- Provide exceptional catering and waitress services for up to 350 guests per event
- Create calligraphy signs and 15+ floral arrangements per event
- Operate audio equipment throughout each wedding ceremony and reception

Student Employee

UWA Registrar's Office | Livingston, AL | 2019-2022

- Answered daily phone calls regarding registration, classes, and advising resources
- Directed callers to the appropriate office that would best serve their needs

HONORS

UWA President's Award Scholarship

UWA Trustee Leadership Scholarship

Gatewood Hatcher Memorial Scholarship

Liza James Howard Alumni Scholarship

McLean/Luke Alumni Scholarship

Sumter County Alumni Scholarship

Tagged for Success Alumni Scholarship

Demopolis Kiwanis Club Scholarship

LEADERSHIP

Cardinal Key Honor Society President

Honor Society Memberships

Alpha Chi, Blue Key, Cardinal Key, Lambda Pi Eta, Omicron Delta Kappa, Order of Omega, Phi Eta Sigma, Phi Kappa Phi

Phi Mu Fraternity

Vice President, Secretary, Public Relations, Web Administrator, New Member Director, Executive Committee