

# SHELBY RAY GANDY

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## EDUCATION

### The University of West Alabama

Master of Arts | December 2023  
Integrated Marketing Communications

Bachelor of Science | December 2022  
Integrated Marketing Communications:  
Graphic Design | *summa cum laude*

## SKILLS

### Adobe Creative Cloud

Illustrator, InDesign, Photoshop, Lightroom

### Google Workspace

Docs, Slides, Sheets, Forms

### Microsoft Office

Word, PowerPoint, Excel, Outlook, OneDrive

### Social Media

Instagram, Facebook, X, LinkedIn

### Video

DaVinci Resolve

### Web

Divi, WordPress, HTML, CSS, Notion

## CERTIFICATIONS

### MailChimp

### Microsoft Word

### Microsoft Word Expert

### Microsoft PowerPoint

### Microsoft Excel

## AWARDS

2022 AL Voter Guide Cover Designer

UWA Ralph M. Lyon Award

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

## EXPERIENCE

### Marketing and Communications Manager

The Chamber of Commerce of West Alabama | 2023-present

- Maintain website and manage 4 social media platforms for 15,000+ followers daily
- Serve as Editor of Chamber publications and coordinate all aspects of development
- Design all print and digital materials for events, programs, campaigns, and initiatives
- Compile, edit, and distribute an email newsletter to 3,500+ recipients weekly
- Write and edit press releases, quotes, scripts, stories, and speeches

### Graphic Design Intern

City of Tuscaloosa Strategic Communications Office | 2022-2023

- Created graphics for municipal events across 3 social media platforms for 81,000 followers
- Designed digital advertisements for crowds of 8,000+ at Mercedes-Benz Amphitheater
- Developed and executed a strategic marketing plan for a \$20,000 anti-littering campaign
- Rebranded and designed 100% of the graphics for annual Celebration on the River event
- Communicated with businesses and vendors daily to coordinate printing services

### Editor-In-Chief

UWA ZONE Magazine | Fall 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 | 2015-2023

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

## 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: President

Phi Kappa Phi: Student Board

Honor Society Memberships: Alpha Chi, Blue Key, Cardinal Key, Lambda Pi Eta, Omicron Delta Kappa, Order of Omega, Phi Eta Sigma, Phi Kappa Phi, Pinnacle

Phi Mu Fraternity: Executive Committee, Vice President, Secretary, Public Relations, Web Administrator, New Member Director