

# SHELBY RAY GANDY

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 West Alabama

 /Shelby-Ray-Gandy

## EDUCATION

### University of West Alabama

Master of Arts (Dec. 2023)

Integrated Marketing Communications

Bachelor of Science (Dec. 2022)

Integrated Marketing Communications:  
Graphic Design | *summa cum laude*

## SKILLS

### Adobe Creative Cloud

Illustrator, InDesign, Photoshop, Lightroom

### Email Marketing

Constant Contact, MailChimp

### Google Workspace

Analytics, Docs, Slides, Sheets, Forms

### Microsoft Office

Word, PowerPoint, Excel, Outlook, OneDrive

### Social Media

Instagram, Facebook, X, LinkedIn, YouTube,  
Meta Business Suite, Meta Ads

### Video

DaVinci Resolve, CapCut

### Web

Divi, WordPress, HTML, CSS, Notion, Wix

## AWARDS

**2022 State 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 websites and manage 6 social media platforms for 19,000+ followers daily
- Photograph events and headshots of staff, board, and volunteers
- Design all print and digital materials for events, programs, campaigns, and initiatives
- Compile, edit, and distribute an email newsletter to 3,600+ 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
- 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
- Ensured every detail met client expectations, delivering polished and personalized events
- 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

## COMMUNITY

**Habitat for Humanity of Tuscaloosa's Junior Board** Current and Founding Member

**Junior League of Tuscaloosa**  
New Member

**United Way Young Leaders Society**  
Current Member

**Young Tuscaloosa** Current Member