

SHELBY RAY GANDY



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West Alabama



/Shelby-Ray-Gandy

EDUCATION

University of West Alabama

Master of Arts 2023

Integrated Marketing Communications

Bachelor of Science 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

ACCE Excellence Award in Digital Media

State Voter Guide Cover Design Winner

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

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
- 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
- Photograph 75+ events and 100+ headshots annually

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

COMMUNITY

Habitat for Humanity of Tuscaloosa

American Advertising Federation -
Tuscaloosa Chapter

Public Relations Council of West
Alabama

Junior League of Tuscaloosa

United Way Young Leaders Society

LEADERSHIP

Junior Board Member

Habitat for Humanity of Tuscaloosa

Board Member

American Advertising Federation -
Tuscaloosa Chapter

Class of 2026

Leadership Tuscaloosa