



SKILLS

Adobe Creative Cloud

Illustrator, Photoshop, InDesign

Video Editing

DaVinci Resolve, Premier Pro, After Effects, iMovie

UX & UI Design

Adobe XD, Figma

Web & CMS

Wordpress, Webflow, Divi, HTML, CSS

Social Media

Instagram, Facebook, TikTok, YouTube, Twitch, Twitter, LinkedIn

Google Workspace

Docs, Slides, Sheets, Forms

Microsoft Office

Word, PowerPoint, Excel

HONORS

IMC Leadership in Design Award

SEJC 2021 2nd Best Magazine Designer

SEJC 2021 3rd Best College Magazine

SEJC 2022 4th Best College Magazine

UWA President's List

UWA Marketing Club President

UWA Trustee Leadership Scholarship

Blue Key Honor Society

Lambda Pi Eta Honor Society

Delta Chi Sir Edward Coke Award

CERTIFICATIONS

DaVinci Resolve

Google Analytics

Hootsuite

Hubspot

BEN SHADDEN

 benshadden.com

EDUCATION

The University of West Alabama: Bachelor of Science

Integrated Marketing Communications: Graphic Design Track

- December 2022 | Magna Cum Laude

IGR-IAE Rennes: International Short Program

“Le Management du Futur”

- Summer 2022

EXPERIENCE

Graphic Designer

GROWIN' ADVERTISING

2021 - PRESENT

- Create and design weekly paid social media graphics to build brand recognition and promote marketing campaigns for 15-20 clients
- Develop logos, brand campaigns, display ads, icons, digital banners, to demonstrate design principles, typography, and layout standards
- Construct and schedule organic social assets with strong promotional copy writing to keep up with the latest trends
- Retouch, edit, and color correct images ensuring they meet the desired visual specifications
- Develop and maintain SEO-driven webpages using Wordpress and Divi to optimize user flow and experience
- Oversee the upkeep and analytics of inhouse and client webpages
- Conceptualize and produce high-quality short form videos with motion graphics using DaVinci Resolve.
- Craft collateral material and handle day-to-day designs

Host

ONE MORE MONTH PODCAST

2022

- Produced 8 high-quality audio/video podcast episodes over one month, amassing over 12,000 views on all platforms.
- Edited and refined raw audio and video utilizing color-correction, keyframe animation, and audio mixing in Da Vinci Resolve
- Managed audio and video capture and operated necessary equipment to produce each episode
- Developed strong branding elements, including logo, on-screen motion graphics, and collateral for social media channels
- Managed the output and interaction between social media platforms, including YouTube, Spotify, Instagram, and TikTok

Editor-In-Chief, Lead Designer

ZONE MAGAZINE

2020, 2021, 2022

- Led and directed the ZONE team in producing and distributing over 2,000 copies each year
- Conceptualized, executed and published the design style guide for the 2020, 2021, and 2022 edition of ZONE
- Conceptualized, photographed, and designed the cover art
- Created 16 promotional posters and 2 promotional videos for marketing purposes