

BENJAMIN SHADDEN

 BENSADDEN.COM  SHADDENBR@GMAIL.COM  BENJAMIN SHADDEN

EXPERIENCE

Web Developer

TRAVEL TECH MANAGED IT SERVICES

OCT 2023 - PRESENT

- Pioneer the growth of Travel Tech's web services division, focusing on consistent expansion and customer satisfaction.
- Lead end-to-end development and maintenance of SEO-driven marketing websites, upholding high design and product quality standards using WordPress, Webflow, and Divi.
- Leveraged CSS & HTML expertise to craft custom wireframes, style guides, and webpage layouts, enhancing user flow and optimizing overall user experience.
- Initiate and conduct project kickoff meetings with clients, actively gathering their specific goals to tailor websites to their unique needs and preferences.
- Oversee the evolution of the internal and external webpage design systems, overseeing the maintenance and creation of accessible and responsive variants, components, modules, and more.
- Design proposals strategically tailored to secure client acquisition, employing persuasive visuals and impactful messaging to effectively showcase our value proposition and win over potential clients.

Graphic Designer

GROWIN' ADVERTISING

JUNE 2021 - JAN 2024

- Expanded the reach of 20+ clients social media, achieving a monthly average of over 400,000 impressions by designing engaging paid graphics and short-form video content.
- Achieved a remarkable 28% month-over-month increase in digital ad conversion rates by conceptualizing and producing engaging, SEO-driven graphics, driving significant growth in customer acquisition and engagement.
- Elevated brand recognition and illustrated design principles, typography, and layout standards through the development of logos, brand campaigns, display ads, icons, and digital banners.
- Ensured visual excellence by meticulously retouching, editing, and color-correcting images, meeting and surpassing desired specifications.
- Orchestrated the maintenance of clients' brand identity and digital voice and tone, ensuring consistency across various platforms.
- Oversaw the crafting of collateral materials and consistently delivered day-to-day design solutions, demonstrating a proactive and versatile approach.

Editor-In-Chief, Lead Designer

ZONE MAGAZINE

2020, 2021, 2022

- Led and directed three separate ZONE teams to successfully produce and distribute over 7500 copies of award-winning publications for 3 consecutive years.
- Enhanced production efficiency by 23% through streamlined editorial processes and refined design structures.
- Ensured top-notch quality at every stage of production through seamless collaboration with various staff members, external contractors, and stakeholders.
- Elevated ZONE's brand consistency and appeal by single-handedly driving the conceptualization, execution, and publication of the 2020, 2021, and 2022 design standards and visual identities.
- Ensured a visually captivating reading experience by meticulously overseeing the design of page layouts for each publication, harmonizing typography, photography, advertisements, and graphic elements across 50 pages.
- Maximized promotional efforts and audience engagement by creating 24 impactful posters and 4 dynamic videos, effectively driving marketing initiatives and bolstering ZONE's brand visibility and reach.

EDUCATION

The University of West Alabama

BACHELOR OF SCIENCE: INTEGRATED MARKETING COMMUNICATIONS

- Graphic Design Focus
- Graduated Magna Cum Laude (GPA 3.89)

Livingston, AL

2019-2022

IGR-IAE Rennes

MANAGEMENT DU FUTUR (THE FUTURE OF MANAGEMENT)

- International Short Program

Rennes, FR

JULY 2022

SKILLS & SOFTWARE

Adobe Creative Cloud

Illustrator, Photoshop, InDesign

Video Editing

DaVinci Resolve, Premier Pro, After Effects, iMovie, CapCut

Illustration

Procreate

Web Design

Wordpress, Webflow, Divi, HTML, CSS

UX/UI Design

Figma

Social Media

Instagram, Facebook, X, TikTok, YouTube, Twitch, 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 Certified Training

Google Analytics Individual Qualification

Hubspot Social Media Marketing

Hootsuite

LANGUAGE

ENGLISH - Native

FRENCH - Limited Working Proficiency

