**Carter Comm**

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**EDUCATION**

**Georgia Institute of Technology,** Atlanta, GA May 2021

*Bachelor of Science Literature, Media, and Communication*

**Minor:** French

**Cumulative GPA:** 3.4/4.0

**RELEVANT COURSEWORK**

Advanced Graphic Communications, Media Planning, Editing and Production, Law of Mass Communication, Marketing Strategies and Decision Making, New Media Analytics, New Media Technologies, Public Relations Communications, and Web Programming

**MULTIMEDIA EXPERIENCE**

*Web Designer/Graphic Artist,* **Information Security Center**, Atlanta, GA August 2019 – Present

* Design and maintain 3 corporate websites for nonprofit organization
* Manipulate web pages and graphics using JavaScript in an office environment
* Maintain organized documentation to ensure that web pages are dynamic and readily updatable for future employees
* Provide advice to clients regarding graphic design and layout issues
* Instruct 25+ peers on website organization and use of Dreamweaver to edit HTML

*Assistant Editor/Writer,* **The North Avenue Review**, Atlanta, GA August 2019 – Present

* Earn repeated commendations for excellence in writing; promoted to Assistant Editor within first 6 months
* Write 2-3 articles weekly on a variety of topics such as Sports, Music, and Food & Dining
* Report on local events, secure sources, double-check facts, and meet strict deadlines
* Pitch unique and engaging story ideas to Editor-in-Chief for publications

*Production Assistant Intern*, **Global Digital Media Production**, Atlanta, GA May 2018 – August 2018

* Assisted in the editing and post-production of video and media projects using Final Cut Pro
* Organized travel schedules, meetings, and routes for 10 production team members
* Prepared and distributed briefing notes and scripts for production team daily
* Learned how to be adaptable and responsive to change in a fast-paced environment

**PROJECT EXPERIENCE**

*Social Media Course*, **A Technique to Increase Social Media Presence Project**, Atlanta, GA May 2019 – August 2019

* Created a uniquely targeted social media plan to be executed primarily through Facebook and Twitter
* Increased brand awareness by 300 likes on Facebook and 100 followers on Twitter within 2 months of campaign
* Evaluated Google Analytics, expanding marketing strategy to include Pinterest; increased website traffic by 32%
* Designed promotional material using InDesign and Illustrator software

**ADDITIONAL EXPERIENCE**

*Pool Manager*, **Atlantic Pool Service**, Atlanta, GA May 2017 – August 2017

* Developed strong leadership abilities by managing 400-member swimming facility
* Maintained organized records for 35 employees utilizing PeopleSoft Database System
* Effectively communicated with Board of Directors to ensure that members’ needs were consistently met
* Collected entrance fees totaling up to $500 per day

**TECHNICAL SKILLS**

* **Software:** Macromedia Flash, Dreamweaver, Fireworks; Adobe InDesign, Photoshop, ImageReady, Illustrator, Premiere, After Effects; Microsoft Office Suite (including Access); Apple Final Cut Pro, Quicktime Pro; Digidesign Pro Tools
* **Analytics:** Google Analytics and Hootsuite
* **Programming Languages:** HTML; SQL; CSS; ActionScript; JavaScript; Director Lingo; VBA