

Blake Campbell

blakecamp03@gmail.com • 404-578-1932

Portfolio: <https://www.blakecampbell.online>

Linkedin: <https://www.linkedin.com/in/blakecampbell13/>

WORK EXPERIENCE

Page Designer, *The Oglethorpe Echo*, Athens, GA

August 2024 – Present

- Design editorial layouts for the weekly newspaper
- Communicate with the printer about pre & post production of the paper.
- Create templates and styles that adhere to the brand kit of The Oglethorpe Echo
- Designed *Home Grown Vol. 2*, a home and lifestyle magazine, including fonts, colors, and layout.

Production Coordinator, *The Red & Black Publishing Company*, Athens, GA

July 2024 – Present

- Facilitate pre & post production of our newspapers, guides & magazines
- Manage ad build process for print and digital ads, creating house and client ads
- Design and produce Red & Black collateral sales, marketing, and fundraising campaign materials
- Supervise the creative services department and provide hands-on training for student designers

Graphic Design Intern, *Southern Distinction Publishing*, Athens, GA

May 2024 – July 2024

- Designed editorial layouts for five different lifestyle magazines based in Georgia
- Created ads based on each client's guidelines and brand kit, providing multiple proofs
- Managed, copyedited and updated creative assets from both advertisers and editorial contributors

Print Design Editor, *The Red & Black Publishing Company*, Athens, GA

December 2022 – May 2024

- Designed layouts for 7 monthly editions, 8 football game preview papers and 3 specialty issue papers
- Created graphics to accompany print and digital articles and newspaper covers

Marketing Graphic Design Intern, *UGA CAES OMC*, Athens, GA

September 2023 – April 2024

- Created social media graphics and printed marketing materials supporting the outreach efforts of the College of Agricultural and Environmental Sciences and UGA Extension

SKILLS

- **Adobe Products:** InDesign, Photoshop, Illustrator, Acrobat, Premiere Pro, After Effects, XD, Audition
- **Graphic Design:** Figma, Flourish, Procreate, Canva
- **Front-End Web Design:** HTML, CSS, JavaScript, Bootstrap, Wordpress
- **Strategy:** Data Analysis & Visualization, UX/UI Research & Design, Google Suite, Microsoft Office

EDUCATION

University of Georgia, *Bachelor of Arts in Journalism*, Athens, GA

May 2024

Major: Journalism **Minor:** Fashion Merchandising **Certificate:** New Media

RELEVANT COURSEWORK: Intro to Digital Design, Advanced Digital Design, Web Development, Advanced Web Development, Fundamentals of UX/UI in Fashion Branding, New Media Design, New Media Capstone

CAMPUS & COMMUNITY INVOLVEMENT

Content Director & Content Assistant, *Strike! Magazine*, Athens, GA

September 2020 – June 2022

- Created and refined editorial concepts into magazine photo shoots
- Directed 2 photoshoot, planning logistics including props, location, casting, makeup, styling and posing