

## CONTACT

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## EDUCATION

The University of Alabama

Advertising (Creative Specialization), BA

Minor: Communication Studies

Expected Graduation Date:  
May 2022

GPA: 4.0

## SKILLS & ACHIEVEMENTS

Adobe Creative Suite  
(Photoshop, InDesign, Illustrator, After Effects, Premiere)

Microsoft Office Suite

Procreate, Final Cut Pro, iMovie, Canva

Public Speaking (competed in UA Speak Off Competition)

President's List (4.0+ GPA)

Phi Eta Sigma Honors Society

Kappa Tau Alpha National Honors Society

National Society of Collegiate Scholars

Golden Key Honors Society

UA College of C&IS Academic Achievement Award

Gold American Advertising Award 2022

2 Silver American Advertising Awards 2022

# PAYTON LAMBERT

paytonlambert.com

## EXPERIENCE

### **MINERVA Creative Portfolio Program** (Fall 2020-present)

-work with 3 clients a semester, paired with copywriters. Brainstorm, write creative briefs, create slide decks, pitch ideas and fully execute advertising campaigns

### **Create & Manage Businesses' Social Media** (2017 - present)

-The Dog House-created/design website, Instagram  
-Increased VNN viewership by over 50% by implementing new website, YouTube channel, Instagram  
-Shawn Anthony Salon-create social media visual guide

### **Alice Magazine Staff Writer** (2018-2020)

-Created multiple page spreads, with articles, photos, graphics.

### **UADM Creative Committee, Assistant Director** (2020-May 2021)

-created engaging graphics (Instagram stories/posts, website banners etc.) for UA's Dance Marathon social media pages, reaching thousands of users.

### **Vestavia News Network Broadcast, Head Editor** (2015-2018)

-created daily, live broadcast: operating cameras, editing footage, writing scripts, using soundboards, creating graphics, running social media.

## CLASSES OF RELEVANCE

- Campaigns
- Strategic Thinking
- Investigation & Insights
- Principles of Design
- Software Applications I, II & III
- Concepting
- Portfolio I, II & III
- Public Speaking
- Microcomputer Applications
- Spreadsheet Applications
- Digital Design
- Interpersonal Communication
- Business Professional Communication

## VOLUNTEER ACTIVITIES

### **University of Alabama's Dance Marathon** (Fall 2018-present)

-Morale Team-Personally raised \$3,000 for Children's Miracle Network Hospitals through social media outreach. Over 60+ hours of volunteering in the past school year.

### **Read > Lead > Achieve** (Fall 2018-Spring 2021)

-Promoting Childhood Literacy Awareness, reading to elementary school students.