

Blake Campbell

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WORK EXPERIENCE

Publication Designer, *Catalyst Communications Network*, Atlanta, GA

May 2025 – Present

- Design and format publications, ensuring a balanced mix of editorial content and advertisements.
- Organize and place ads within publications, ensuring correct positioning, sizing and brand alignment.
- Utilize the company's CRM to track, manage and organize advertisements for publications.
- Manage pagination, sequencing and final production for print and digital publications.
- Create client advertisements that align with their brand guidelines for both print and digital formats.
- Convert print layouts into interactive digital formats and integrate multimedia elements

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

August 2024 – May 2025

- 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 – May 2025

- 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

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