

Lewis Bruce

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DIGITAL MEDIA & MARKETING

I'm a motivated Digital Marketing graduate seeking an opportunity to engage with broad audiences through digital media. I offer a strong background in design, content creation, and web programming. I strive to maximize efficiency, collaboration, and success in any project I participate in. I work hard to deliver results and stand apart in any initiative I take.

KEY COMPETENCIES

Adobe Suite	Print process & software	Strong interpersonal skills
Excellent leadership skills	Critical thinking skills	Detail-oriented mindset
Highly experienced designer	Strong writing and design abilities	Adaptable under pressure

PROFESSIONAL EXPERIENCE

UAB Student Media

Apr 2022 - Apr 2024

Editor-in-Chief and Campus Editor of Kaleidoscope

- Regularly provided record-setting content to the student body, delivering stories, copy, video content, and social media content which often saw unprecedented engagement for the organization.
- Led the coordination, design, copywriting, and distribution of *Best of UAB 2022*, Kaleidoscope's annual fall magazine, to thousands of students.
- Led production, interview coordination, shooting, lighting, sound, design, and editing for *Blazin' Bites*, an interview show featuring prominent figures in UAB's campus culture.

UAB Off Campus Student & Family Engagement Marketing

Apr 2022 - Present

- Routinely drove engagement and attendance for campus events and initiatives.
 - Created and implemented graphics, video, and magazine content for UAB's Fall Family Weekend, an annual event with attendance nearing the thousands.
 - Designed presentations, video content, and graphics for Freshman Orientation and Blazer Welcome week.
 - Collaborated closely with other departments, companies, and organizations for events like the Annual Crawfish Boil, Off-Campus Housing Fair, and Welcome Wednesdays.
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EDUCATION & CERTIFICATIONS

Bachelor of Science

Marketing with Digital Concentration
University of Alabama at Birmingham
Art Studio Minor

Digital Marketing Certifications

Google Ads Video, Google Ads Measurement,
Google Ads Display, Google Analytics, Hootsuite
Content Marketing, Hootsuite Social Media
Marketing, Hootsuite Platform

EXTRACURRICULAR ACTIVITIES

Editor-in-Chief of Student News

Kaleidoscope, UAB Student Media

Design Coordinator

Student Arts Council, Alys-Stephens Center

President

Model United Nations, Daphne High School