

Cam Payne

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 www.optionalportfolio.com

ADVERTISING

EDUCATION

UNIVERSITY OF MIAMI

CORAL GABLES, FL

Bachelor of Science in Communication, May 2024
Major in Advertising, Creative Advertising Track

- GPA: 3.75
- Dean's List & Provost's Honor Roll

COURSES

International and Cross-Cultural Advertising,
Creative Advertising Concepts and Copywriting,
Research Methods and Biobehavioral Statistics

SKILLS & CERTIFICATIONS

- Adobe InDesign,
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Illustrator
- Microsoft Office Suite
- Google Ads Creative Certificate

LANGUAGE

Fluent in Spanish

ACTIVITIES

- UMTV Promotions Committee Member
- Ibis Yearbook Webmaster
- The Hurricane Newspaper Co-Social Media Editor
- AdGroup Member
- UPup Member and Secretary

EXPERIENCE

ADVERTISING AGENCY INTERN

Strategic Communications, West Palm Beach, FL

May 2023 - Present

- Design tailored media kits, company logos, and promotional materials to support 10 clients with their advertising needs while ensuring all client expectations are met
- Conduct research on relevant industry and design trends in advertising to inform campaign strategy
- Prepare portfolios and slide decks of sample projects to present unique designs to potential clients

INTERN

Executive Marketing Group, Miami, FL

August - December 2022

- Assisted senior executives in creating advertising campaigns for 20+ top clients
- Drafted press releases and designed five monthly newsletters to attract target audiences
- Researched potential sponsors for clients and sent corresponding ad pitches generating over \$10k in revenue

WRITER

Miami Magazine, University of Miami, Coral Gables, FL

August 2021 - May 2022

- Collaborated with supervisor to create the magazine layout using Adobe Illustrator
- Researched and located relevant stock images to enhance the appearance of articles for each semesterly issue, including Fall 2021 and Spring 2022
- Prioritized 5-8 projects with strict deadlines resulting in improved organizational, time management, and client management skills