

Dwayne Murrell

Event Marketing & Digital Media

dwmurrell@gmail.com

Cell: (540)520-5754

Education

Bridgewater College

- Masters in Digital Media Strategy
- Graduating: May 2021

James Madison University

- B.B.A. in Marketing
- Minor: Music Industry
- Graduated : May 2020

Skills

Graphic Design

- Photoshop
- Illustrator
- Canva
- Adobe Spark

Business

- Google Analytics
- Salesforce CRM
- Qualtrics
- Presentations

Web Design

- WordPress
- Weebly

Team Management

- Microsoft Teams
- Teamwork.com

Photo/Video

- Premiere Pro
- Lightroom

Workplace

- Microsoft Office Suite
- Zoom

Certifications

- HubSpot Email & Inbound Marketing
- Workplace Readiness Skills - VDOE

Organizations

- Mu Kappa Tau Marketing Honor Society, Top 10% of JMU Marketing Major
- The National Society of Collegiate Scholars (NSCS), JMU Chapter
- American Marketing Association, JMU Chapter
- Marching Royal Dukes



Work Experience

Bridgewater College - Student Coordinator (August 2020 — May 2021)

- Teaching and Supervising students
- Graphic Design, Photography, and Video Editing
- Creating and editing WordPress websites
- Creating content using Adobe Creative Cloud and Canva

Berglund Center - Marketing Intern (May 2019 - August 2019)

- Assisted the Marketing Coordinator
- Social Media Scheduling and Event Promotion
- Writing Press Releases
- Planned and Organized ticket give-away contests
- Collected ad pricing information

JMU Pep Band - Social Media, Photo, Video (October 2019 — May 2020)

- Ran the bands four social media accounts
- Created Facebook events and groups
- Uploaded and shared my photos through Passgallery
- Photo editing and using audio/visual equipment

Bath Fitter Inc. - Product Promotions (March 2017 - August 2017)

- Communicating customer value and product quality
- Worked public events and trade shows
- Face-to-Face Marketing, Public Speaking



You can learn more about me here
<http://murrellmarketingandmedia.com>