

## Dwayne Murrell

Digital Media, Event Marketing, Content Creation  
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### Education

Bridgewater College : May 2021

- Masters in Digital Media Strategy
- Learned to create targeted campaigns and execute digital media strategies through a research and planning based approach.

James Madison University : May 2020

- B.B.A. in Marketing
- Minor: Music Industry

Virginia Western Community College : May 2017

- Associate's Degree in Business Administration

### Skills

#### Business

- Google Analytics
- Google Tag Manager
- Qualtrics, SurveyMonkey
- Hootsuite

#### Graphic Design

- Photoshop
- Indesign
- Canva
- Adobe Spark

#### Team Management

- Microsoft Teams
- Slack

#### Web Design

- WordPress
- Weebly

#### Workplace

- Microsoft Office Suite
- Presentations
- Zoom

#### Photo/Video

- Adobe Creative Cloud
- Edius
- Camera/GoPro/DJI

### Certifications

- UX/UI App Design Certificate
- HubSpot Email & Inbound Marketing
- Workplace Readiness Skills - VDOE

### Organizations

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



### Work Experience

#### Editor/Videographer

WSLS 10 News (September 2021 - Present)

- Informed the public through Visual Storytelling
- Conducted interviews to promote businesses and share new ideas
- Recorded and Edited many different types of video content
- Worked under daily deadlines

#### Coordinator of the Digital Scholarship Gurus

Bridgewater College IT Department (August 2020 — July 2021)

- Taught and supervised student workers
- Graphic Design, Photography, and Video Editing
- Created and edited WordPress websites
- Created physical/digital content using Adobe Creative Cloud and Canva

#### Marketing Intern

Berglund Center (May 2019 - August 2019)

- Assisted the Marketing Coordinator in daily tasks and meetings
- Created social media content for event promotions
- Planned and organized a Ringo Starr themed ticket give-away contest
- Collected ad pricing information from local businesses

#### Head of Social Media, Photography, and Video

JMU Pep Band (October 2019 — May 2020)

- Ran the bands four social media accounts
- Created Facebook events and groups
- Edited and shared my own photos through Passgally
- Used audio/visual equipment

#### Product Promotions Representative

Bath Fitter Inc. (March 2017 - August 2017)

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

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

