

Colten Adam



Integrated Marketing Communications

Contact

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Education

Bachelor of Science

Integrated Marketing Communications

- The University of West Alabama
Livingston, Alabama
- Anticipation Graduation: December 2021
- Major GPA: 3.70

Skills

- **Adobe Creative Cloud:**
Illustrator, InDesign, Photoshop, Acrobat
- **Videography Softwares:**
iMovie, Final Cut Pro, DaVinci Resolve
- **Microsoft Office:**
Word, PowerPoint, Excel
- **Audio Softwares:**
Logix Pro X, GarageBand, Anchor App
- **Web Design:**
WordPress, Divi, HTML, CSS
- Photography
- Video Production
- Google Analytics Certified

Experience

Tiger Wash Pressure Washing (2020-2021)

Self-Owned Business

- Specializing in vehicles, houses, boats, trailers, etc.
- Designing custom business cards
- Gaining clientele via email, facebook, Instagram, and word-of-mouth
- Creating transformation videos for promotion

UWA Admissions (Summer 2020)

Student Worker

- Office assistant
- Answering 20 to 60 phone calls daily
- Processing transcripts and test scores
- Various other office duties

UWA Athletic Communications

Internship

- Controlling basketball game livestream scoreboard
- Firing Ads during commercials, timeouts, & halftime
- Creating Athlete's bios for the website
- Creating gameday stat sheets

Involvement

UWA Varsity Football (2019-2021)

- Position: Starting Longsnapper
- 3-year scholarship recipient (4x Scholar Ath)

Trinity University Football (2018)

- Scholarship recipient

Allan Hancock College Football (2016-2017)

- Earned starting spot as a freshman
- 2x Scholar Athlete Award

FCA High School Leader (2015-2016)