

TEDDI WOODSON

DESIGNER. CODER. CREATOR

LINKEDIN

teddiwoodsonprade

EDUCATION

B.S. in Public Relations
2019, University of
Florida

M.A. in Mass Comm.
Web Design
specialization
2020, University of
Florida

SKILLS

Microsoft Office Suite
Graphic Design
Adobe Creative Suite
Project Management
Copy Writing
Proof Reading
HTML & CSS Coding
jQuery & Java coding
WordPress & PHP
Problem-solving
Creativity

CLIFTON STRENGTHS

1. Relator
2. Individualization
3. Responsibility
4. Significance
5. Learner

EXPERIENCE

SEASONAL GRAPHIC DESIGNER | TAMPA BAY LIGHTNING

October 2019 - May 2020

- Designed print & digital assets for the Tampa Bay Lightning & affiliate organizations including AMALIE Arena, the University of South Florida & the Yuengling Center
- Worked on deadlines to produce collateral such as flyers, web advertisements, animated graphics, & social posts for new & ongoing campaigns
- Collaborated with other departments to create assets for distribution to 600,000+ fans
- Ensured final graphics & layouts were visually appealing & adhered to brand guidelines

MARKETING INTERN | CENTER FOR ARTS IN MEDICINE

August 2018 - October 2018

- Created print assets to promote graduate programs & courses offered by the Center
- Edited video clips to be featured on the Center for Arts in Medicine social media accounts
- Designed Google AdWords campaigns to promote graduate programs, this resulted in a 20% page click increase
- Analyzed social media analytics & made recommendations in accordance with industry best-practices

COMMUNICATIONS INTERN | FIS GLOBAL

June 2017 - August 2017

- Wrote & gathered content for newsletters that were distributed to 15,000+ employees
- Researched competitor social media accounts to better understand market competition
- Proposed recommended changes to the company blog site to better target audience members
- Identified potential publication opportunities to promote new products & corporate initiatives