

James Chamberlain

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Education

2013-PRESENT
Columbia, SC

University of South Carolina
Master of Mass Communication

2009-2012
Huntington, WV

Marshall University
B.A. - Advertising Major, Marketing Minor

Experience

JAN 2013-PRESENT
Columbia, SC

University of South Carolina - *Graduate Assistant*

JAN-MAY 2012
Huntington, WV

Marshall Advertising Campaigns - *Senior Account Executive – Creative & Marketing*

- Oversaw the creation and design of a \$100 Million advertising campaign for Nissan, a comprehensive 32-page plans book and 20-minute presentation.
- Managed a 14-person team.
- Won 2nd place at NSAC District Competition and 4th place in the National Wildcard Competition.

MAY-DEC 2011
Huntington, WV

Big Sandy Superstore Arena - *Advertising & Marketing Intern*

- Created Rib & Music Festival brand identity.
- Created and applied consistent branding to Ribfest advertising across a variety of media including: billboard, magazine, newspaper, rack-card, website, and social media.
- Coded Ribfest website.
- Co-created, organized, advertised, and ran a community cooking contest at Ribfest.
- Updated Conference Center brand identity.

2010-2012
Huntington, WV

Marshall University AAF Chapter - *President*

- Oversaw the design, advertising sales, printing, and distribution of a Homecoming roster that made over \$3,000 in profit.
- Helped organize, advertise, and implement a charity golf scramble that raised \$7,000 for the School of Journalism and Mass Communications.
- Helped organize, advertise, and implement a SOJMC career expo.
- Organized, advertised, and implemented MU's first AdWeek events.

2008-2012
Barboursville, WV

United Health Professionals - *Web Developer*

- Co-designed and implemented UHP's website. (uhprof.com)
- Performed a full-site re-design and then a full site refresh.
- Designed and implemented a mobile website. (m.uhprof.com)
- Designed and implemented UHP's Facebook page (fb.com/unitedhealthprofessionals)

Proficiencies



Adobe Creative Suite

- Photoshop (9/10)
- InDesign (7/10)
- Illustrator (6/10)
- Dreamweaver (8/10)

Microsoft Office

- Word (9/10)
- PowerPoint (8/10)
- Excel (7/10)

Operating Systems

- XP, Vista, Windows 7
- OSX 10.6, 10.7, 10.8
- Various Linux builds