

# AVERY SHANDELMAN

Photographer - Designer - Content Creator

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## SKILLS

### Software

Photoshop  
Illustrator  
Premiere Pro  
After Effects  
InDesign  
Lightroom  
Bridge  
Capture One  
Logic Pro X  
Canva

### Photography

DSLR & Mirrorless  
Studio Lighting  
Photo Retouching

### Videography

Camera Operation  
Color Grading  
Storytelling  
Project Management  
Scriptwriting

### Social Media

Content Creation  
Copywriting  
Analytics  
Paid Advertising  
Customer Service

### Work Management

Microsoft Teams  
Google Workspace  
Asana  
Slack

## AFFILIATIONS

Penn State THON

American Advertising  
Federation (AAF)

## INTERESTS

Rock Climbing  
Skiing  
Hiking  
Photography  
Guitar  
Piano  
Singing  
Food

## EDUCATION

### The Pennsylvania State University

Graduated May 2022

Donald P. Bellisario College of Communications  
B.A in Advertising and Public Relations | Minor in Photography

## EXPERIENCE

### Movement Gyms

June 2023 - Present

#### Multimedia Designer & Social Media Coordinator

Create compelling videos and photographs utilizing Premiere Pro, Photoshop, and Lightroom, elevating the brand image of Philadelphia's premier rock climbing facility.

Manage @movementcallowhill Instagram with over 7000 followers, achieving an 800+ follower increase in 12 months.

Design dynamic marketing materials for events and promotions, incorporating both digital and print mediums with Photoshop, Illustrator, and InDesign.

Travel to various Movement rock climbing gyms to capture high-quality images for marketing use, ensuring brand consistency across all platforms.

Directed a 2 month-long creative marketing campaign for a rock climbing competition attracting over 500 visitors to the facility. Coordinate marketing materials with local and national partners such as *Yeti*, *La Sportiva*, *Guayaki Yerba Mate*, *Unparallel*, *American Alpine Club* and more.

Collaborate closely with departments in marketing, retail, youth programs, instruction, and events, to enhance customer engagement, drive participation, and boost sales.

### The Cutting Room Floor Podcast

September 2024 - Present

#### Freelance Video Editor

Edit video content for a multi-camera fashion podcast featuring guests like Marc Ecko and Throwing Fits. Utilize Adobe Premiere Pro to produce engaging episodes by adding relevant visuals, cutting pauses, and minimizing vocal interruptions for each video ranging between 1 and 2 hours in length.

### Freelance Photography

October 2022 - Present

#### Various Photography Genres

Photograph for 30+ clients across diverse genres including portraits, rock climbing competitions, couple engagements, products, and food.

### Hone Studio

October 2022 - December 2022

#### Freelance Production Assistant | Photography & Videography

Constructed and deconstructed set for commercial food photography/videography for clients *Nutrisystem* and *Paris Baguette*.

Captured and organized photographs in a tethered system using Capture One software.

Maintained organization of equipment and props, enhancing studio productivity to satisfy tight deadlines.

### Happy Valley Comm

May 2021 - May 2022

#### Director of Design | Executive Board

Spearheaded a visual rebrand for student-run agency of 40+ members, culminating in the creation of a comprehensive brand book using InDesign. Designed original social media graphics on several platforms for events, workshops, and other content, leading to an increase in new-member applicants.

### Penn State EcoReps

May 2021 - January 2022

#### Graphic Design Coordinator | Marketing

Created print and digital marketing materials for Penn State sustainability organization EcoReps using the Adobe Suite. Collaborated with various committees within EcoReps as intra-organization clients.