



# Bryan Washington

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## Profiles

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## Awards

**Silver Award** February 2025

American Advertising Federation  
Cross-Platform > Integrated Campaigns  
> Integrated Brand Identity Campaign

**The Killer Copy** February 2025

American Advertising Federation  
Print Advertising > Magazine  
Advertising > Single (Full Page or Less)  
<https://www.aafsb.org/addy-winners>

## Skills

### Adobe Photoshop

Proficient in using Photoshop to create and edit digital images, design graphics, and enhance visual content. Experienced with photo retouching, composition, and layout design to produce polished and professional results.



### Web Coding

Proficient in coding and designing websites using HTML and CSS.

## Summary

Motivated and creative communications student at Centenary College of Louisiana, with a focus on new media design. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, etc.) and experience in web design using HTML and CSS. Strong background in journalism and photography, with a passion for utilizing visual and written content to engage audiences. Eager to contribute skills and grow in a dynamic communications role or any position that leverages my diverse skill set.

## Experience

### Grace Unlimited Group

Dallas/Remote

Creative Content Strategist Intern

July 2025 - Present

Collaborated directly with executive leadership to develop cinematic, conversion-focused content for the insurance industry. Created visual systems rooted in psychology to enhance brand engagement and client trust. Built cohesive brand ecosystems across platforms and transformed client success stories into compelling visual narratives. Integrated AI tools and automation to streamline creative workflows, contributing to Grace Unlimited's mission of redefining insurance marketing through innovative, culturally empowered strategy.

### Centenary College of Louisiana Athletics

Feb 2024 - Present

Graphic Designer & Social Media Manager

Created and published athletics-focused social media content for Centenary College of Louisiana Athletics, initially supporting the football and track & field programs through promotional graphics, photography, videography, editing, and game-day coverage. Coordinated with athletic staff to maintain brand consistency and improve audience engagement across multiple platforms while managing fast-turnaround deliverables in live-event environments. As student-athletes and coaches requested expanded content coverage for additional sports, collaborated directly with the Assistant Athletic Director on department-wide media initiatives, leading to a promotion into a Fall 2026 work-study position supporting creative content and social media operations for all Centenary athletics programs.

### Louisiana Rouxgaroux

Shreveport, LA

Graphic Designer & Social Media Intern

April - May 2026

Created and managed athletics-focused social media content for the Louisiana Rouxgaroux, including game-day coverage, promotional graphics, highlight videos, and player features. Captured and edited photo and video content during live events while maintaining fast turnaround times and consistent branding across platforms.

Experienced in creating responsive, user-friendly web pages, ensuring clean code structure, and applying styling to enhance the overall design and functionality of websites.



### Graphic Design

Skilled in creating visually compelling designs using Adobe Creative Suite (Photoshop, Illustrator, InDesign) to develop logos, promotional materials, and digital content. Strong understanding of design principles, color theory, and typography to deliver effective, audience-focused visuals.



### Adobe Illustrator

Skilled in creating vector-based graphics, illustrations, and logo designs. Experienced in working with typography, shapes, and color to craft visually appealing and scalable artwork for print and digital media.



### Adobe InDesign

Proficient in using InDesign for creating layouts and designing print and digital publications such as brochures, posters, and magazines. Skilled in typography, multi-page document formatting, and visual storytelling to produce professional, polished designs.



### Adobe Lightroom

Proficient in editing and enhancing digital photos, with expertise in color correction, exposure adjustment, and organizing large photo libraries. Skilled in creating cohesive photo edits for both personal and professional projects.



Coordinated with staff and athletes to support marketing campaigns, improve audience engagement, and assist with ongoing content planning and scheduling.

### Alluring Social

Social Media Marketing Intern

Remote  
May 2025 - Sep 2025

As a Social Media Marketing Intern at Alluring Social, I gained valuable hands-on experience in the digital marketing space, working closely with a creative team to support brand growth and online engagement. Over the course of the internship, I contributed to the development and scheduling of social media content, participated in campaign planning, and assisted with engagement strategies across multiple platforms. I attended regular team meetings, collaborated on marketing projects, and provided weekly updates to ensure tasks aligned with broader campaign goals.

Throughout this experience, I strengthened my skills in content creation, copywriting, and brand messaging, while also learning the fundamentals of campaign strategy and analytics tracking. This internship was designed for educational and professional development, offering insight into real-world marketing practices in a collaborative, fast-paced environment.

<https://www.alluringsocial.com/>

### Blalack Middle School

Social Media / Photographer Intern

Carrollton, Tx  
2024–2025 Academic Year

Assisted with managing the school's athletic social media presence by capturing, editing, and publishing event photography and content. Supported digital communication efforts across various school activities, contributing to visual storytelling and engagement. Gained hands-on experience in media production within an educational environment through this yearlong, unpaid internship.

## Education

Centenary College of Louisiana

Communications • 3.8

New Media Design

Fall 2023 - Present

*Centenary College of Louisiana*

*Bachelor of Arts in Communications, Focus in New Media Design*

*Expected Graduation: 2027*

As a Communications major with a focus on New Media Design, I have developed a strong foundation in both creative and technical skills. Through my coursework, I have gained proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and have honed my skills in journalism and photography. Over the course of my studies, I've maintained an overall GPA of 3.8, with a 4.0 GPA in my last two semesters. I have been recognized for my academic achievements by earning a spot on the Dean's List four times and being named to the College Sports Communicators (CSC) Academic All-District® Men's Football and Track & Field Team, an honor recognizing top student-athletes for excellence in both academics and athletics. My education has equipped me with the tools to communicate effectively

across multiple platforms, and I am eager to apply these skills in a professional setting.

## Projects

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### **Rebrand for Sound Minds**

August 2024 - December 2024

I rebranded Sound Minds, a local Shreveport company, by creating a fresh and modern logo, alongside a cohesive set of brand elements that reflected their mission and values. I also designed a range of advertisements to effectively communicate their message and engage the community, helping to elevate their presence and appeal in the local market. This project allowed me to apply my design skills to enhance brand identity and increase visibility within the local market.

## References

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### **Jessica Hawkins**

Professor of Art/Communications & Academic Advisor, Centenary College of Louisiana

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### **Lauren Cain**

Founder & CEO of Alluring Social

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