

GERALD DONALDSON

*CURRENT POSITION

DIGITAL CONTENT CREATOR

EMAIL

GCDONALDS@GMAIL.COM

WEBSITE

GERALDDONALDSON.COM

EDUCATION

CLEMSON UNIVERSITY (2018-2021)
B.S. GRAPHIC COMMUNICATIONS

REFERENCES

JONATHAN GANTT
GANTT CREATIVE SOLUTIONS
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BRAD LARRONDO
ASSITANT ATHLETIC DIRECTOR/ FOOTBALL EXTERNAL RELATIONS
208.859.6864
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ALEX KELLER
AUBURN FOOTBALL CREATIVE DIRECTOR
334.750.3900
awk0015@auburn.edu

EXPERIENCE

*GRAPHIC DESIGNER

AMB SPORTS AND ENTERTAINMENT (APRIL. 2022 -)
Ideating and developing innovative design solutions across various mediums. Support of senior design team, including AMBSE Creative Director. Develop ideas/concepts for key campaigns and all elements that support our marketing and visual efforts to bring those campaigns to life. Ensures all designs are completed with attention to detail and without inaccuracies. Assist the team in working Falcons gamedays or United matchdays.

ASSISTANT DIRECTOR OF FOOTBALL CREATIVE AUBURN FOOTBALL (MAY. 2021 - APRIL. 2022)

Planned and coordinated impactful photoshoots for football recruits, ensuring visually stunning content that showcased the program's brand and attracted top talent. Produced compelling social media content for platforms including Instagram, TikTok, and Twitter, effectively engaging fans and creating a strong online presence for the Auburn football program. Played a key role in enhancing the program's visibility and reputation by leveraging creative vision and digital marketing skills.

CREATIVE SOLUTIONS STUDENT DESIGNER CLEMSON ATHLETICS (JULY. 2018 - MAY. 2021)

Design and collaborate with coaches, athletic directors and marketing to create graphics for Clemson's 15 athletic programs. Collaborated closely with senior designers and cross-functional teams, actively participating in brainstorming sessions and design critiques. Demonstrated adaptability and strong attention to detail in meeting project deadlines and delivering exceptional design solutions while adhering to brand guidelines.

DIGITAL DESIGNER

CHICK-FIL- A PEACH BOWL (DEC. 2018 - JAN. 2021)

Designed static & motion graphics for Chick-Fil-A Peach Bowl social media platforms. Coordinate content for all social media channels. Produce in game content. Operated and monitored Facebook Live feed during pregame, halftime and post-game trophy ceremonial procedures. Captured content for media day for Twitter and Instagram

FREELANCE SOCIAL MEDIA SPECIALIST

ATLANTIC COAST CONFERENCE (DEC. 2019 - FEB. 2021
Responsible for designing social content for ACC Football Championship and ACC Basketball Tournament. Managed social channels for both ACC Football & Basketball.