



Bryan Washington

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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 gaining 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

Alluring Social **May 2025 - Present**
Social Media Marketing Intern Remote
<https://www.alluringsocial.com/>

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.

Grace Unlimited Group **July 2025 - Present**
Creative Content Strategist Intern Dallas/Remote

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.

Blalack Middle School **2024–2025 Academic Year**
Social Media / Photographer Intern Carrolton, Tx

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.

Seco **May 2024 - July 2024**
Night shift loader Garland, Tx
<https://www.teamseco.com/locations/dallas-tx/>

During my time at SECO, a leading distribution company in Garland, TX, I worked as a loader on the night shift in a fast-paced warehouse environment. My primary responsibilities included efficiently stacking boxes of varying sizes into trucks for shipment. This role required strong attention to detail, teamwork, and the ability to meet tight deadlines. I developed time management skills, honed my ability to adapt to changing priorities, and gained hands-on experience with warehouse operations, all while working in a physically demanding role. My time at SECO sharpened my problem-solving abilities and reinforced my dedication to maintaining a high standard of accuracy and efficiency.

Centenary College of Louisiana **August 2023 - Present**
Department of Public Safety Student Worker Shreveport, La

As a Department of Public Safety student worker, I initially assisted campus police by issuing parking tickets and ensuring the enforcement of campus parking policies. I was promoted in the 2024 school year to a new role within the office, where I manage ID card issuance for students and faculty. Additionally, I handle filing and organizing important documents, as well as maintaining accurate records of citations. This high-responsibility position has sharpened my organizational, communication, and administrative skills while allowing me to contribute directly to the safety and efficiency of the campus environment.

Education

Centenary College of Louisiana **Fall 2023 - Present**
New Media Design Communications
3.6

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 3.6, with a 4.0 GPA in my most recent term. I have been recognized for my academic achievements by earning a spot on the Dean's List twice. 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

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

Byron Dawson
Coach, Centenary College of Louisiana
<https://www.coachbyrondawson.com/about-me>
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Lauren Cain
Founder & CEO of Alluring Social
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Profiles

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Awards

Silver Award
American Advertising Federation
February 2025

Cross-Platform > Integrated Campaigns > Integrated Brand Identity Campaign

The Killer Copy
American Advertising Federation
February 2025

<https://www.aafsb.org/addy-winners>

Print Advertising > Magazine Advertising > Single (Full Page or Less)

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.



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.



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.



Web Coding

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

