



TRISTEN T. WEBB

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Athens, GA



SOCIAL



@tristentwebb



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EDUCATION

Aug 2017 - Dec 2019

University of Georgia

Bachelor of Arts, Journalism

Minor in Communication Studies

Aug 2014 - May 2017

Georgia State University

Communications

May 2022 - Aug 2022

University of South Florida

Certificate, Digital Marketing



PROFESSIONAL EXPERIENCE

Social Marketing Coordinator

UGA SNAP-Ed, College of Family and Consumer Sciences
Nov 2022 - Present

Guiding overall marketing strategy within UGA SNAP-Ed. Providing analytics reports at the state level on our social marketing efforts. Extensive use of Google Ads and Meta Ads, and overall goals and strategy for advertising our programs. Led team through a Simple Texting implementation, including many technical hurdles.

Marketing Coordinator

Nawkaw Inc.
Sept 2021 - Nov 2022

Manage content strategy and social media, partnerships with organizations, video and photo production, graphic creation, branding, and various marketing administrative tasks. Used Adobe Suite often. Made financial decisions and payments for the marketing team. Traveled for events and trade shows, and coordinated heavily for event planning.

Youth Program Coordinator

The UGA Center for Continuing Education and Hotel
July 2020 - Aug 2021

Created and managed youth programs for the UGA Center for Continuing Education and Hotel, notably Summer Academy at UGA and Spark: Weekend Academy. Writing contracts, preparing budgets, hiring instructors and staff, parent/student communication, media creation, confidential document management, and Modern Campus implementation.



EXPERTISE

- Adobe Products (Photoshop, Premiere, Lightroom, InDesign)
- Canon and Sony (primarily 80D and a7 III), with a variety of primes and zooms
- Lighting setup with Alienbees, softboxes, and accessories
- Communication strategy and best practices
- Large team leadership



LEADERSHIP EXPERIENCE

Assistant Director of Summer Academy

The UGA Center for Continuing Education and Hotel
Mar 2019 - July 2019

Marketing Director

MP Theatre Group
Dec 2019 - Apr 2022

Owner/Photographer

TTW Photography
Jan 2018 - Present



REFERENCES

Dr. Kiel Norris

Director of Continuing Education,
The Georgia Center for Continuing Education and Hotel
kiel.norris@georgiacenter.uga.edu
706-542-6663

Rosi Bandy

Marketing Director,
Nawkaw Inc.
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706-510-9203



LANGUAGES

English

Native Proficiency

American Sign Language

Intermediate Proficiency

Spanish

Elementary Proficiency

Alyssa Weyant

PSO Customer Support Specialist,
The Georgia Center for Continuing Education and Hotel
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Deb Salter

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MP Theatre Group
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