

# Payton Blackmon

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## OBJECTIVE

To utilize and further develop my knowledge of marketing in a dynamic industry.

## EDUCATION

**Augusta University**, Department of Communication - Augusta, GA  
*Bachelor of Arts in Communication* May 2025

- Relevant coursework: Audiovisual production, writing in multimedia, visual storytelling, podcasting, integrated strategic communication, campaigns

## ACADEMIC PROJECT HIGHLIGHTS

**CommuniCon** - April 2025

- Organized a two day event among a small team of students
- Designed advertisements, social media content, and merchandise

**PSA video** - November 2024

- Created a script for an audio visual PSA for the Georgia Cancer Center
- Filmed and edited content for the video into a thirty second video

**Podcast** - August- December 2024

- Produced a podcast titled, “The Beat of the Music” among three other students
- Marketed our podcast through strategic branding and social media content

## WORK EXPERIENCE

**Doc’s Porchside** | Augusta, GA - January 2023 - September 2023  
*Server*

- Provided excellent customer service in a professional setting
- Collaborated with other employees and management as a team
- Gained an in depth understanding of POS computer systems
- Created a unique method of routine to serve in an efficient manner

## COMPUTER SKILLS

Proficient in the following software: Adobe Premiere Pro, Adobe Audition, Microsoft PowerPoint, Canva, Outlook