

AVERY SHANDELMAN

Creative Marketing Professional

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SKILLS

Software

Photoshop
Illustrator
Premiere Pro
After Effects
InDesign
Lightroom
Bridge
Capture One
Logic Pro X
Canva
HubSpot

Photography

DSLR & Mirrorless
Studio Lighting
Photo Retouching

Videography

Camera Operation
Color Grading
Storytelling
Project Management
Scriptwriting

Content Creation
Copywriting
Analytics
Paid Advertising
Customer Service

Work Management

Microsoft Teams
Google Workspace
Asana

INTERESTS

Rock Climbing
Skiing
Hiking
Photography
Guitar
Piano
Singing
Food

EDUCATION

The Pennsylvania State University

Graduated May 2022

Donald P. Bellisario College of Communications
B.A in Advertising and Public Relations | Minor in Photography

EXPERIENCE

Movement Gyms

Marketing Lead & Multi-Media Designer

June 2023 - Present

Lead integrated marketing campaigns for Movement's Philadelphia region, overseeing strategy, creative production, execution, and performance reporting across email, web, and social media channels.

Directed and executed the Karma8a x Movement Gyms national collaboration, supporting the first in-store retail launch of Karma8a in the United States through creative direction, campaign photography, and videography used across both Karma8a and Movement marketing channels.

Helped bring Movement Fishtown, Pennsylvania's largest climbing gym, from pre-opening to launch by developing and executing integrated marketing campaigns across social, email, web, photography, and video, culminating in a 1,500+ person grand opening event.

Produced photography and videography for multiple national campaigns with The North Face, including a large-scale climbing competition series and Movement x The North Face exclusive events, creating visual assets for brand storytelling, event promotion, and community engagement.

Grew the Philadelphia Instagram presence from 6,000+ to 10,000+ followers, producing high-performing content including posts reaching 800,000+ views while maintaining strong engagement rates.

Develop and optimize email marketing campaigns, website updates, and digital communications using performance analytics and data-driven insights to inform strategy, improve engagement, and increase conversion.

The Cutting Room Floor Podcast

Contract Video Editor

September 2024 - December 2024

Edit video content for a multi-camera fashion podcast featuring guests like Cynthia Erivo and Marc Ecko. Utilize Adobe Premiere Pro to produce engaging episodes by adding relevant visuals, cutting pauses, and minimizing vocal interruptions for each video ranging between 1 and 2 hours in length.

Freelance Photography

Various Photography Genres

April 2022 - Present

Photographed for 30+ clients across diverse genres including portraits, rock climbing competitions, couple engagements, products, and food.