

cody hanshew

CODYHANSHEW.COM

C. WAYMAN DESIGNS
FOR
AUBURN UNIVERSITY
“CAMPUS CLUB”
MAY 2026

project overview

For Auburn University's Campus Club event, I led the social media marketing through C. Wayman Designs. I created the campaign's Instagram graphics and visual content, produced and edited promotional videos, and managed how the event was presented across C. Wayman's Instagram leading up to the event.

My involvement also extended beyond the digital campaign. I worked on site during event setup, which gave me the opportunity to see the project through from marketing and content creation to the finished physical experience.

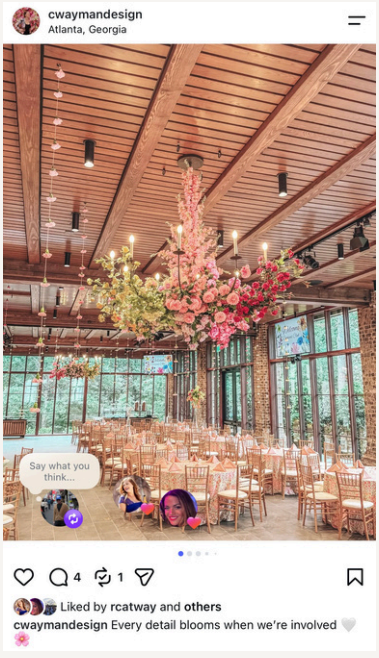
my role

SOCIAL MEDIA MANAGEMENT
Managed C. Wayman's social media accounts and planned the content used to promote the event and business.

GRAPHIC DESIGN
Created the campaign's graphics, visual assets, and social media posts.

VIDEO PRODUCTION
Concepped, created, and edited promotional videos and short form content for social media.

EVENT EXECUTION
Worked on-site during setup and heloed bring the physical experience together.







VIEW **VIEW** **VIEW**