



Aidan Oetken  
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## CONTACT

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## SKILLS

### DESIGN

- Brand identity systems
- Publication design
- Print & digital advertising
- Package design
- Digital & analog illustration
- Typography & lettering

### PHOTOGRAPHY

- Film & digital photography
- Events, travel, portraits
- Photo editing (Lightroom, Photoshop)
- Product staging & photography

### MARKETING

- Meta Business Manager
- & Ads Manager
- Marketing Strategy
- Social Media Marketing
- Reporting & analytics

### APPS & SOFTWARE

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, AfterEffects)
- Elementor Pro
- Figma

### PERSONAL

- Time management
- Team leadership
- Client relations & communications
- Research & analysis
- Growth mindset

**A versatile designer, photographer, and marketer** with a passion for creating meaningful, visually compelling work by blending creativity with strategy and utilizing intention and empathy to resonate with audiences. A big fan of small details and advocate for creative curiosity.

## EXPERIENCE

### Assistant Editor & Contributor, Due South Student Lifestyle Magazine

August 2024 — Present

- Oversee publication design, ensuring cohesive branding and visual consistency
- Collaborate with writers and editors to refine content and align with the magazine's voice
- Manage deadlines and production schedules to meet publishing timelines
- Develop creative layouts and design spreads that enhance reader engagement
- Conceptualize and contribute to story ideas using photography, graphic design, and writing skills
- Assist editor with new issue promotion and distribution, leading meetings, and managing a team of nearly 20 student contributors

### Photographer, Avera Design

June 2024 — Present

- Photograph residential and commercial properties to highlight key features and promote listings
- Worked directly with agents and clients to stage and capture ideal property presentations
- Delivered consistent, high-resolution images under tight deadlines

### Marketing Coordinator & Designer, Oyster Shell Strategy

November 2022 — April 2024

- Designed social media graphics, advertisements, and marketing materials to support brand strategy
- Managed internal social media accounts and marketing materials, increasing engagement and follower growth
- Developed and implemented marketing strategies to align with client goals
- Coordinated with clients and team members to meet client needs and deliver effective marketing solutions

## EDUCATION

### University of South Alabama, BFA in Graphic Design, Minor in Marketing

August 2020 — Present

## AWARDS

### Gold Student ADDY Award, American Advertising Federation Mobile Bay

February 2025

### Coastal Venture Pitch Competition 1st Place, Mitchell College of Business

April 2021