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## Mabyn Shingleton

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[Mabyn@futurebound.com](mailto:Mabyn@futurebound.com)

### Professional Experience:

**Futurebound, LLC**, Baton Rouge, LA: President (1999-now) Handle graphics (web and print); event coordination; photo restoration and a new product called Where's My Elf Hat?

**The Slide Source**, Baton Rouge, LA: President (1986-1999) Produced computer graphic presentations; Worked with customers; worked with software/hardware vendors; oversaw staff (5-7)

**The Mabyn Kean Agency**, Baton Rouge, LA: President (1977-1995) Advertising/public relations/marketing firm. Wrote copy; produced commercials; account coordination; bought time; made purchasing decisions; oversaw staff (<20)

### Education:

BS in General Studies from Louisiana State University, Baton Rouge, LA (1976)

### Activities:

**Episcopal High School** – Board of Parents Guild as Communications Chair 2003

**Louisiana State University College of General Studies** – Past Board Member; 2 term

**Southwestern Association of Advertising Agencies** - Past member

**Louisiana Association of Advertising Agencies** – Vice President, past member

**Better Business Bureau** – Board of Directors 1983-1989; Community Research Chair

**United Way** – Past Board Member

**Audubon Girl Scout Council** – 2 term Board Member; Marketing Committee

**Chamber of Commerce** – Champac; Past member

**The Baton Rouge Advertising Club** - Past member

**Southern Public Relations Federation** - Past member (beginning 1980)

### Recognition/Awards:

**National Association of Investment Clubs** – 1978,1979,1981,1983 Best Annual Report for Individual Investor

**Financial World** – 1979; 1981 Annual Report

**Southern Public Relations Federation Lantern Awards**- 1990 Best of Show Award; 1988 (Annual Report); 1989 Special Judges Award; 1989 (PR Program Short Term- Pats Coats for Kids) & (Great Outdoors Brochure); 1992 (PR Program Short Term-KeanGreen)

**Ad Club of Baton Rouge** – 1981(Consumer Magazine), (Letterheads), (Television :30 Over \$6,000); 1982 (Signage); 1983 (Business Publication Campaign Color), (Point of Purchase), (Television :30 Less than \$2000); 1984 (Potpourri), (Television Campaign :30 \$2,000-\$5,000), (Television :10 Any Cost), (Television Campaign Any Length \$5,000-\$15,000); 1987 (Logo &

Trademark Designs – Tiny Expectations), (Point of Purchase), (Annual Reports), (House Magazines External), (Traffic Building Single Mailing)

**7<sup>th</sup> District ADDY Awards** – 1983 ADDY (Point of Purchase Sicily's Pizza); 1984 ADDY (:30 TV under \$10,000)

**Telly Awards** – 1983 (:60 "1947" United Companies); 1986 (Local/Regional low Budget Blue Bag Express)

**Baton Rouge Jaycees** – 1982 Chairman's Citation

**Beckett Paper Company** – 1988 Award for Excellence (Creative Paper Use)

There were numerous Excellence awards from other cities and dozens of Silver and Certificates of Excellence Ad Awards and Lantern Awards (beginning in 1981) which I have opted not to list.

**Computer Skills:** I have worked in many software programs on an intermediate to advanced level. There are several other programs I have worked in but I'm no longer readily familiar with them. Other contact and accounting programs I am also familiar with. I have worked on Macintosh and PC platforms.

**Page Layout:** Quark Xpress (worked in Pagemaker)

**Photo Restoration:** Adobe Photoshop

**Illustration:** Adobe Illustrator; Corel Draw (though I have worked in Freehand)

**Web Related:** Macromedia Dreamweaver MX; Fireworks

**Presentation Programs:** PowerPoint (worked in Freelance and many others)

**Word Processing:** Microsoft Word

**Spreadsheet:** Lotus 123

**Database:** Microsoft Access

I networked my home personally and use a router to reach the Internet; I had a Novell network in my prior office (late 1990's).

### **References:**

Tommy Teeple, Lamar Corporation 926-1000

Pat Cheramie, WBRZ TV, 387-2222