

Shelby Light

shelby.light12@gmail.com | www.linkedin.com/in/shelbylight
Twitter: @ShelbyLight | Instagram: pixels_of_light

Bachelor of Arts, Mass Communication

Georgia College & State University, Milledgeville, Ga.

Education

Minor: **Photography**
Graduated Dec. 2015

GPA: 3.88

Social Media Coordinator

Green Olive Media - Atlanta, Ga.

June 2016 - present

- Manage all aspects of social media for over 20 food and beverage clients on Facebook, Twitter, Instagram, Pinterest, etc.
- Work as a team with clients and account executives to implement social media strategies
- Create paid social media ads and draft monthly data and analytic reports to track growth for client pages
- Oversee social media interns including delegating tasks and assignments to foster their growth and development

PR Intern & Social Media Intern

Green Olive Media - Atlanta, Ga.

Jan. 2016 - June 2016

- Create social media content for various clients on Facebook and Twitter
- Research and track client coverage across various media platforms

Photographer

Spectrum PR - Milledgeville, Ga.

Sept. 2015 - Dec. 2015

- Photographed products and events for Stacked Sandwiches & More for promotional material and social media

Global Ambassador

International Studies Abroad (ISA) - Milledgeville, Ga.

Aug. 2015 - Dec. 2015

- Promoted ISA to potential study abroad students via speaking opportunities, panel sessions and tabling events

Traffic and Logistics Manager

Strategic Campaigns Capstone - Milledgeville, Ga.

Aug. 2015 - Dec. 2015

- Responsible for scheduling individual's time commitments and event staffing
- Tracked jobs through the agency and expedited overall work flow

PR and Social Media Assistant

Club Kidpreneur Foundation - Sydney, Australia

June 2015 - Aug. 2015

- Maintained and improved website and designed 20 graphics for social media
- Researched and created social media content as the primary content creator on Twitter, Instagram, Facebook and LinkedIn
- Contacted deputy principals to introduce them to the financial literacy program

Social Media Manager

Spectrum PR - Milledgeville, Ga.

Jan. 2015 - May 2015

- Managed content creation and editorial calendar for Walk MS Macon's Twitter account

Practicum Student (on-campus internship)

GC Choral Ensembles - Milledgeville, Ga.

Aug. 2014 - Dec. 2014

- Created press releases sent to the local media outlets
- Designed posters and T-shirts for event promotion and general marketing
- Founded and managed the ensemble's social media sites including Twitter and Instagram

All The Hits Q100 Promotions Intern

Cumulus Media - Atlanta, Ga.

June 2014 - Aug. 2014

- Researched and prepared for promotional events
- Involved in event planning and execution
- Assisted in managing social media sites: Twitter, Instagram and Facebook

What I Use

Facebook ●●●●●
Hootsuite ●●●●●
Instagram ●●●●●
Twitter ●●●●●
WordPress ●●●○○

Excel ●●●○○
PowerPoint ●●●●●
Word ●●●●●

Adobe Photoshop ●●●●○
Adobe Photoshop Elements ●●●●○
HTML ●●●○○

Nikon D5000 ●●●●○
Nikon D750 ●●●○○
Photography ●●●●●

Honors & Activities

Magna Cum Laude honors graduate

Hootsuite Certified

President's List and Dean's List

Member, Phi Kappa Phi Honor Society

Member, Lambda Pi Eta Communication Honor Society

Member, PRSSA

Member, Alpha Lambda Delta Honor Society