

# Shelby M. Baker

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shelbymorganbaker.com

## SUMMARY OF QUALIFICATIONS

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Passionate about exceeding expectations and persistent dedication to continuous improvement.

Detail-oriented with strong capabilities in influencing a positive and productive environment.

Sociable, lively, and proficient in interpersonal and presentation skills.

AP style proficient.

Well versed in Hootsuite, WordPress, HTML/CSS, Google Analytics.

## EDUCATION

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**Auburn University**; Auburn, AL

August 2012- December 2016

Bachelor of Science in Interdisciplinary University Studies –*Public Relations and Business*

Graduation Date: December 2016

## EXPERIENCE

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**Inner Spark Creative** Auburn, AL

August 2015- Present

Marketing and Communications

*Intern*

- Develop marketing strategies to promote brands through social media.
- Curate relevant and engaging content for our local, regional, and national clients.
- Create and manage social media content calendars.
- Program tweets and Facebook posts through social media dashboards.
- Track effectiveness of marketing efforts through analytics tools.
- Write body copy and headlines as well as implement SEO strategies for webpages.

**WCOV Fox 20** Montgomery, AL

May 2015- August 2015

Creative Services and Production

*Intern*

- Contact and cast talent for commercial shoots.
- Keep and update the schedule for commercial shoots.
- Assist on set and help with equipment on set.
- Brainstorm ideas for creative commercial content.

**Olympia Media Group** Auburn, AL

January 2015- August 2015

The Odyssey Online Magazine

*Staff Writer*

- Compose and produce articles that the readers will enjoy and want to read.
- Meet deadlines with new content every week.
- Create a list of original article ideas to send to the editor weekly to encourage teamwork and help select writing topic.

**The Shrimp Basket** Auburn, AL

March 2013- Present

*Server*

- Provide quality customer service in a fast paced environment.
- Developed customer service skills applicable to all fields of work.
- Trained new employees and established team work environment.
- Maintained a job while a full-time student.

## INVOLVEMENT & INTERESTS

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**Involvement:** Auburn University Public Relations Student Society of America, Public Relations Society of America, Public Relations Council of Alabama, Alpha Omicron Pi- Delta Delta Chapter Arthritis Research Benefit, Auburn University's The BIG Event volunteer and team member.

**Interests:** Health, Travel, Fitness, Social Media, Fashion, Movies, Reading