

# Shelby Shoup

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## Summary

Enthusiastic, resourceful college graduate who has studied abroad learning impressive networking and synergy skills. Superb communication and leadership skills. Establishes priorities and meets challenges head-on under high-pressure circumstances.

## Skills

- Multi-Media Marketing
- Web-Development
- Brand Development
- Event Planning
- Print and Electronic Media
- Exceptional Writing Skills
- Social Media Marketing
- Positive Attitude
- Creative Thinker
- Compelling Public Speaker

## Experience

### **Promotions Manager** - MotorCity Casino Hotel

July 2023 - Current

Coordinated and drafted sales promotions from conceptualization to implementation. Coached promotions staff to improve performance and bottom-line results.

### **Social Media Manager** - Emagine Entertainment

November 2019 - March 2023

Developed social media strategies to help increase sales. Tracked, analyzed and reported on results. Coordinated marketing events for showcased product and service offerings.

### **Event Staff | Ads Specialist** - Detroit Jazz Festival

August 2018 - Current

Festival - Checked in and confirmed that all artists have their appropriate credentials.

Contract - Collaborated with staff to develop strategic plans focused on specific advertising.

### **Marketing Director** - Seeking Justice

September 2016 - Current

Created the company's website and social media platforms. Assisted in creating content and editing copy to build brand awareness. Wrote news stories crafted from reliable sources.

### **Marketing Manager** - KDN Videoworks Inc.

January 2016 - August 2018

Contributed to relevant blogs, conferences and events to increase brand awareness. Edited copy and directed video content for clients.

## Education and Training

### **Master of Arts** in Civic Media

Columbia College Chicago, Chicago, IL

### **Bachelor of Arts** in Film And Media

Oakland University, Rochester Hills, MI, United States

## Activities and Honors

Student Ambassador | People to People

Interview w/ Rose McGowan | Access Hollywood

Mentorship with Investigative Journalist | Bill Proctor