

# 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

### **Marketing Manager** - Emagine Entertainment

August 2022 - Current

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

### **Sales Manager - Operation Manager** - Emagine Entertainment

November 2019 - August 2022

### **Executive Marketing Manager** - 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.

### **Event Staff - Ads Manager Intern** - Detroit Jazz Festival

August 2018 - Current

Festival - Checked and confirmed that all artists have their appropriate credentials for all events to ensure they have materials for sensitive areas, hotels, and meal vouchers.

Contract - Collaborated with staff to develop strategic plans focused on specific customer or market areas. Gathered and evaluated data to improve future planning.

### **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

Expected in 2027

Columbia College Chicago, Chicago, IL

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

2013

Oakland University, Rochester Hills, MI, United States

## Activities and Honors

Student Ambassador, People to People

Interview w/ Rose McGowan, Access Hollywood