

Shanley Ryan

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Education

Michigan State University, East Lansing, MI

Bachelors of Science in Zoology: Neurobiology and Animal Behavior

May 2020

Coursera, Online

Google IT Automation with Python

June 2020 - Current

Codecademy, Online

Python3

May 2020 - Current

Google Skillshop Certifications, Online

Fundamentals of Digital Marketing

May 2020

San Diego Zoo Global Certifications, Online

May 2018

Programming Experience

Web Development, Portfolio Website

July 2020 - Current

- Taught myself front-end design fundamentals to build a visually appealing and responsive website
- Leveraged the functionality of multiple languages such as JavaScript, HTML, and CSS to create a website that provides users with a more feature-rich and interactive experience
- Implemented a remote git repository to facilitate effective version control and documentation

Marketing Experience

Pantree, Ann Arbor, MI

Aug. 2019 - Current

Marketing and Social Media Analyst

- Modeled user acquisition costs across multiple marketing channels to produce an accurate financial model
- Conducted market research and customer discovery to better tailor our product to meet a market need
- Created consistent branding content across all social media platforms to spark user engagement

Zoology Newsology, <https://zoologynewsology.tumblr.com/>

Nov. 2018 - Current

- Founded an animal-centric blog to share my expertise with others while clarifying common curiosities
- Produced engaging content enjoyed by an online community spanning over 3,000 active followers
- Researched diverse topics to sharpen my analytical thinking while engaging with the community

Zeta Theta Omega Professional Zoology Co-ed Fraternity, East Lansing, MI

Public Relations Officer, President

Jan. 2018 - Dec. 2018

- Organized a social media outreach and flyer campaign which directly doubled the fraternity's size
- Lead a chapter of over fifty members in weekly meetings and philanthropic events to raise funds and awareness for animal organizations across the country
- Planned interactive social events to encourage team building and foster professional development

Professional Experience

Wag 'N' Tails Dog Activity Center, Shelby Township, MI

Pre-Level Dog Trainer

June 2019 - June 2020

- Relayed highly technical behavioral information to owners to help them understand their dog's actions
- Co-instructed a positive reinforcement training course to educate owners on effective training methods
- Overcame unexpected problems with critical thinking to reach temporary solutions with limited resources

First American Title Insurance Company, Rochester, MI

Seasonal Escrow Officer Assistant

June 2017 - Aug. 2017

- Supported the Chief Operating Officer with office communication and management tasks
- Trained a new hire, unfamiliar with our system, to organize and prepare closing documents
- Prepared and organized escrow closing documentation for real-estate closing meetings

Real Estate One, Livonia, MI

Weekend Admin

Aug. 2014 - May 2017

- Assisted real-estate agents with documentation preparation and meeting scheduling to close sales
- Maintained office organization to promote a productive work environment by preparing meeting rooms
- Analyzed department documents for appropriate distribution and filing to advance the closing process

Skills

Familiar languages: Python, HTML, CSS, JavaScript

Marketing tools: Google Ads, Google Analytics