

Shaina Shultz.

shainashultz.xyz/portfolio

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PROFESSIONAL EXPERIENCE

THE ALCHEMY VISION PROJECT (Present) Los Angeles, CA

Consultant

- Consulting with new startup founder, Flora Angarita, on project development.

THE POLLACK GROUP (Present) Los Angeles, CA

Integrated Public Relations, Marketing, and Social Media Intern

- Managed databases, drafted/edited press materials, assisted on ongoing campaigns, client administration, conducted research, and supported account managers with collateral production.

WARNER BROS. ENTERTAINMENT INC. (June 2019–August 2019) Los Angeles, CA

DC Publicity Intern

- Worked with the DC publicity team on all publicity tasks. Assisted on internal and external communications, wrote employee newsletters, pitches & press releases, analyzed monthly publicity & communications ROI metrics, and assisted at publicity & philanthropy events including The Batman Experience press event at San Diego Comic Con 2019, DC's USO2GO event, and a DC WriteGirl event.
 - Shadowed the SVP of Publicity & Communications and the Executive Director of Publicity & Communications.
- PA at WB/DC San Diego Comic-Con Booth
- Assisted the CMS team, greeted fans, scanned 3000+ badges for sweepstakes, and handed out giveaways.

ROAR (June 2018–August 2018) Los Angeles, CA

Hollywire Intern

- Updated all social media platforms, managed online engagement with Hollywire consumers, performed market research, prepared questions for interviews, assisted on in-studio interviews, wrote reports for Hollywire, photographed live concerts.
- Shadowed the CEO of Hollywire.

THE KIVE COMPANY (June 2018–August 2018) Los Angeles, CA

Business Development and Marketing Intern

- Developed marketing plans and email campaigns, developed business partnerships, coordinated internal and external communications, and oversaw social media.

PR FOR ARTISTS (May 2017–August 2017) Los Feliz, CA

Intern

- Built media lists, maintained client social media networks, established contacts in various media markets, and recruited new talent.

EDUCATION

UCLA EXTENSION USER EXPERIENCE, Los Angeles, California (Present)

Frontend Web Coding Bootcamp

WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL, ST. LOUIS, MO, CLASS OF 2020

Bachelor of Science in Business Administration

Major in Marketing and Minor in Design

Positions Held: Alpha Rho Chi Fraternity (Worthy Scribe/Pledgicator/Social Head), Pi Rho Mu Fraternity (founding class), Chabad Student Association (VP of Public Relations), Alpha Epsilon Phi (PR Chair), Spoon University (Writer)

COPENHAGEN BUSINESS SCHOOL, Copenhagen, Denmark (January 2019–May 2019)

SKILLS

User Experience Skills: Observational research & insight generation, User Persona/scenario development, Information architecture, User Interface Design, Prototyping, Usability testing & analysis.

Coding Languages: HTML, CSS, Javascript

Computer Skills: Microsoft Word, Excel, PowerPoint, Sawtooth, Photoshop, Illustrator, InDesign, Adobe XD, iMovie, Canva, Wix, MailChimp, Cision, MuckRack, Asana, Slack, SEMRush, Facebook, Instagram, Tumblr, Twitter, Snapchat, YouTube, TikTok, Later.

Marketing/Publicity Skills: Press releases and pitch writing, clip report compilation, Burelles, talent handling, press event experience, Comic Con experience, Publicity and Communications ROI metric analysis, event PA experience, SEO writing.