

# 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)

### 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.