

# Shaina Shultz.

shainashultz.xyz/portfolio

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## PROFESSIONAL EXPERIENCE

**LAVAGNA INC.** (Present) Los Angeles, CA

*Co-Founder*

- Building a platform with UI/UX design techniques that will aid upcoming and aspiring fashion designers start their brands.

**THE ALCHEMY VISION PROJECT** (Present) Los Angeles, CA

*User Interface and Experience Design Consultant*

- Consulting with new startup founder, Flora Angarita, on project development, responsive web design, digital marketing and social media campaign strategies.

**THE POLLACK GROUP** (August 2020–November 2020) Los Angeles, CA

*Integrated Public Relations, Marketing, and Social Media Intern*

- Developed and implemented strategic marketing strategies and campaigns, conducted client competition research, drafted/edited over 100 press releases, pitches and SEO articles, assisted on ongoing digital media campaigns, managed databases, client administration, 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 and strategic planning. Assisted daily on internal and external communications, wrote monthly 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.

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

*Hollywire Intern*

- Performed market research, prepared interview questions and scripts, assisted on over 100 in-studio interviews, wrote several reports for Hollywire, updated all social media platforms, managed online engagement with Hollywire consumers, 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.

## EDUCATION

**UCLA EXTENSION USER EXPERIENCE CERTIFICATE**, 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/Pledgeator/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 flows, wireframing/sitemaping, high fidelity mockups, user interface design, prototyping, usability testing & analysis.

**UI/UX Software Skills:** Adobe XD, Sketch, Axure, Invision, Figma.

**Coding Languages:** HTML, CSS, Javascript.

**Computer Skills:** Microsoft Word, Excel, PowerPoint, Sawtooth, Photoshop, Illustrator, InDesign, 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.