



SE

SHANE EVERITT

SOCIAL MEDIA MARKETING | WWW.SHANEEVERITT.WEBLY.COM

OBJECTIVE

My goal is to work to create influential marketing strategies to help encourage your business's brand. Branding and social media marketing is a critical part in creating and carrying a business.

SKILLS

I work well with almost all social media platforms and all adobe software including InDesign, Adobe Spark, Adobe Photoshop. I am able to create intriguing graphics, understand marketing tactics to make companies successful.

EXPERIENCE

EXECUTIVE DIRECTOR OF MARKETING • TASTES & TALES HOSPITALITY • JANUARY 2019 – PRESENT

I was responsible for creating logos and branding the restaurants individually. I create all designs and media pieces released through the company. Promoted Web business content on social media sites to boost traffic and enhance branding. Developed a branding strategy that increased business overall by 316%.

VICE PRESIDENT OF COMMUNICATIONS • PI BETA PHI • DECEMBER 2018 - PRESENT

I manage 276 members of the Arizona Beta Chapter of Pi Beta Phi. I direct the social media marketing for the Chapter, along with communicate with Regional Quarters and Headquarters. I attended a conference of 750 people in St. Louis, Missouri representing the Arizona Beta Chapter. I am responsible for all of the Public Relations responsibilities for the chapter.

EDUCATION

JOURNALISM AND MASS COMMUNICATIONS • EXPECTED MAY 2022 • WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Focusing on Public Relations and Social Media Marketing. A student at Barrett the Honors College, Dean's List recipient, 3.67 GPA,



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MINOR IN DIGITAL CULTURE • EXPECTED MAY 2022 • HERBERGER INSTITUTE FOR DESIGN AND THE ARTS

Dean's List recipient, studying audience trafficking, graphic design techniques, and computer science analytics.

EXTRACURRICULAR ACTIVITIES

TEDX TALK

Selected to deliver a Technology Education and Design Talk about my ambition for my career and societal expectations in the work force.

602POPHX

Marketing Director for a blog that advocates for local artists and designers in the broader Phoenix Area.

TEDX

Co-Chair of the Southern California District; Planned an independent conference for speakers, Managed the event, Mentored speakers.

LITTLERAYY BLOG

Created my own lifestyle blog; Reached thousands of international views weekly.

STUDENT GOVERNMENT

Commission Supervisor; Attend all meetings, Responsible for planning school assemblies and orientations, Responsible for running all school social media.



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