

shelby strickland

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education

vanderbilt university

owen graduate school of management

OWEN MARKETING ASSOCIATION, DIRECTOR OF MMARK PROGRAMMING

OWEN WOMEN'S BUSINESS ASSOCIATION

MAJOR COURSEWORK INCLUDES: MARKETING FUNDAMENTALS, STATISTICS FOR MARKETING, NEW PRODUCT DEVELOPMENT, ADVERTISING, CONSUMER INSIGHTS, INTERNET MARKETING, SELLING STRATEGIES, CONSUMER ANALYSIS AND QUANT METHODS FOR MARKETING RESEARCH

**master of marketing
may 2019**

lamar university

SUMMA CUM LAUDE GPA: 3.836

PHI BETA DELTA INTERNATIONAL HONORS SOCIETY

AMERICAN MARKETING ASSOCIATION (AMA)

STUDY ABROAD GLOBAL AMBASSADOR; FRANCE (SUMMER 2017); ICELAND (SUMMER 2016)

**bachelor of science; journalism
may 2018**

experience

lille vandrerer & co. | founder, photographer

2017-present

FOUNDED AND ESTABLISHED LILLE VANDREREN & CO., LIFESTYLE, WEDDING PHOTOGRAPHY BLOG

CREATED WEBSITE, INCLUDING ALL WORD AND MEDIA CONTENT, THAT SERVES AS A PORTFOLIO AND SOURCE OF LIFESTYLE AND PHOTOGRAPHY CONTENT, AND REACHES 2,000+ MONTHLY VISITORS

ESTABLISHED CUSTOMER BASE AND BOOKED 40+ SESSIONS AND WEDDINGS FROM OCT. 2017-JUNE. 2018

paachn | marketing strategy intern

2018-2019

BUILT, DISTRIBUTED, COLLECTED AND CLEANED DIRECTIONAL DATA TO ANALYZE DEMOGRAPHIC PERSPECTIVES THAT WILL ACT AS A TOOL FOR PAACHN'S MARKETING AND COMMUNICATION STRATEGY

USED INSIGHT FROM SURVEY TO IDENTIFY THREE RELEVANT PERSONAS FOR THE CREATION OF A DIGITAL CONTENT CALENDAR INCLUDING PLATFORMS RELEVANT TO TARGET AUDIENCE TO BUILD BRAND AWARENESS AND ESTABLISH BRAND VALUES

gyrosity projects | account associate

2019

DESIGNED CLIENT CAMPAIGNS AND MARKETING MATERIALS FOR THE AMERICAN RODEO, PAUL CARDALL, RISA BINDER, ETC.

GATHERED AND REPORTED WEBSITE AND AD CAMPAIGN ANALYTICS; PROVIDED FEEDBACK AND SUMMARIZED ASSESSMENTS TO MARKETING MANAGER FOR FUTURE DIRECTIONAL USE

RE-DESIGNED COMPANY WEBSITE CENTERED AROUND EASE OF USE AND OVERALL FLUIDITY IN REGARD TO USER EXPERIENCE

lamar university press | editor-in-chief

2018

MANAGED AND PARTNERED WITH TEAM OF 15, INCLUDING EDITORS AND STAFF TO ASSIGN, WRITE, EDIT, AND FINALIZE PRINT CONTENT FOR PUBLICATION IN WEEKLY NEWSPAPER DISTRIBUTED TO 15K+ PEOPLE

CREATED A DIGITAL MARKETING STRATEGY AND UTILIZED WORDPRESS TO DEVELOP AN ONLINE PRESENCE FOR UNIVERSITY NEWSPAPER RESULTING IN AN INCREASED READERSHIP

lamar university press | managing editor

2017

IDENTIFIED A NEED FOR A REFINED NEWSPAPER CIRCULATION, STRATEGIZED NEW ROUTE AND ASSIGNED ROLES, IMPLEMENTED ROUTE AND COACHED 15 STAFF MEMBERS THROUGH IMPLEMENTATION

FORMULATED AND LED WEEKLY MEETINGS FOR DELEGATION OF CONTENT TO ALL STAFF

additional

PROFICIENT IN ADOBE PHOTOSHOP, LIGHTROOM, INDESIGN AND PREMIERE PRO

VANDERBILT OWEN BRAND WEEK CASE COMPETITION: 1ST PLACE RECIPIENT FOR MARKET ANALYSIS OF MARS PETCARE CESAR'S WET DOG FOOD BRAND

TEDX NASHVILLE CASE COMPETITION: 1ST PLACE RECIPIENT FOR REBRANDING THE 10TH ANNUAL EVENT