

SHELBY HICKS

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PROFESSIONAL EXPERIENCE

Public Relations and Social Media Intern

December 2020 - May 2021

The Power Group – Dallas, Texas

- Developed media lists for various clients and communicated with media to ensure client coverage
- Created influencer lists to help execute client influencer campaigns and events
- Drafted monthly and bi-weekly social media calendars and scheduled content for seven clients
- Handled community management on social platforms for clients including Maple Leaf Diner, Fireside Pies, Dillas Quesadillas, Marufuku Ramen and Sir King Products
- Wrote pitches, blogs, press releases and social media content for clients in the food and beverage, technology, hospitality and beauty industries
- Spearheaded media and influencer outreach for the Ninth Annual Legacy of Love Benefit and Fashion Show; secured 12 media and seven influencer mentions in two months

Communication Intern

August 2019 - December 2019

Texas State Technical College – Waco, Texas

- Produced a variety of print and digital content for TSTC's Waco campus including media advisories, news releases and feature stories
- Increased social media interaction for all TSTC accounts; raised follower base by five percent

Baylor Experience and Admissions Representative

August 2018 - May 2019

Baylor University – Waco, Texas

- Represented Baylor University as a tour guide to more than 50,000 prospective students
- Formed relationships with guests by sharing information and personal stories about Baylor University
- Worked in a fast-paced, ever-changing environment which required flexibility, clear communication and attention to a strict schedule

Assistant to Practice Administrator

Summers 2016 - 2018

Ovilla Medical Clinic – Ovilla, Texas

- Developed a filing system to enhance productivity and ensure organization for patient files
- Gained knowledge in medical billing through Lytec; handled an average of 100 patient medical records and schedules daily through McKesson Practice Choice

SKILLS

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|--------------------------------------|------------------------|
| • Public Relations | • Content Creation |
| • Media Pitching | • Research |
| • Influencer and Community Relations | • Adobe Creative Cloud |
| • Creative Writing | • Cision |
| • Editing | • Sprout Social |
| • Social Media Management | • Fohr |

EDUCATION

Baylor University – Waco, Texas

Bachelor of Arts: Journalism, Public Relations

Concentration: Business, Marketing

May 2020

Dean's List Fall 2018

Deans' Gold Scholarship

INTERESTS

Travel, Writing, Sports, Fashion, Music, Photography, Community Involvement