

Danielle Shepard

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Education

University of Georgia

Bachelor of Business Administration

Major: Marketing Minor: History

August 2017

GPA: 3.4/4.0

Work Experience

Digital Library of Georgia

May 2015 - May 2017

Student Assistant

- Leading the Athenaeum@UGA project, preserving the scholarly output of the University of Georgia by sorting and uploading files onto online archive

Georgia Aquarium

May 2016 - August 2016

Marketing & Promotions Intern

- Assisted Marketing team plan, prepare, and execute on-site guest enhancement events and fundraising events
- Promoted the volunteer program at two off-site events in the Atlanta community and attained interest from over 50 attendees
- Participated in weekly Marketing team meetings, brainstorming and planning sessions
- Created necessary pre-event and post-event materials, such as Run of Show and Recaps, for over 10 events and submitted various internal department requests
- Served as an onsite point of contact for various partner organizations and over 8-12 volunteers per event

Campus and Community Involvement

Public Relations Student Society of America, Drewry Chapter

January 2016 - May 2017

Task Force Committee Member

- Collaborate with team members to implement Public Relations strategies, such as social media strategies, awareness and brand enforcement, for partner organizations and Grady College departments

Gamma Sigma Sigma, National Service Sorority, Chi Chapter

August 2013 - May 2017

Leadership Positions Held:

Recording Secretary: May 2014-May 2015

- Recorded weekly chapter minutes, membership statuses, and weekly attendance for 300 members

Public Relations Coordinator: May 2015-May 2016

- Updated all social media platforms (Facebook, Twitter, Instagram, Tumblr, Pinterest), created LinkedIn account for current members and alumni to enhance networking opportunities, produced and distributed organization's promotional materials (flyers, newspaper ads, Facebook banners)
- Created website to further expand chapter's online presence, resulted in increased chapter membership and served as a tool in fundraising
- Organized marketing material production to represent the organization, received recognition by the National Marketing Director of Gamma Sigma Sigma
- Planned a two-day, on campus fundraising event, led a group of 130 members, exceeded goal of \$2,000 by 15% for The Cottage (a sexual assault and children's advocacy center)

Volunteer Experience

Relay for Life

April 2014, 2015, 2016, 2017

Team Member

Georgia Aquarium

August 2016 - Present

Marketing Events Volunteer

Skills & Certifications

- Google Analytics and AdWords (Search and Display) certified
- Proficient knowledge in Microsoft Office Suite (including Excel) and Adobe Photoshop
- Experience in marketing research data analytics