|  |  |  |
| --- | --- | --- |
| Ms MAson Shaffer<https://www.linkedin.com/in/mason-shaffer-0baa761a1/>contact 1023 Gardeau Road  Austin, PA 16720  [masonalyse25@gmail.com](mailto:masonalyse25@gmail.com)  814-603-0696 Skills Good working knowledge of Spanish • WordPress • Microsoft Office | |  | | --- | |  |  Relevant experienceSocial media intern • spear travel group • may 2021–december 2021 Produce content for platforms such as Pinterest, Instagram and TikTok • Lead development of new company website • Curate specific online marketing strategies • Brand management and development • Work with web developers’ team to curate social and web content • Lead meetings regarding social content • Social media intern • reverb • June 2021–August 2021 Write creative blog posts regarding music industry news • Work with recording artists and respective creative teams • Curate posts for social platforms such as Instagram, Twitter, TikTok and Pinterest • Promote campaigns regarding music and climate change • On-site coordination for Lollapalooza 2021 • Front-of-house and on-site coordination for Harry Styles’ Love on Tour and Billie Eilish’s Happier Than Ever Tour • Create Spotify playlists for events and holidays • web director • Valley magazine • december 2021 - Present Manage web staff of 30 writers • Hand-select weekly article pitches from staff • Orchestrate weekly meetings • Locate credible sources and photos • Correspond with editorial, creative and business staffs to promote digital content and articles • Publish all website articles and content • Maintain brand authenticity and aesthetic across website and corresponding social media platforms • intern • afterbuzz tv/better Together with maria menounos • January 2022 – present Research celebrity guest stars • Produce detailed memos for corresponding episodes • Source daily Instagram, Pinterest and Twitter content for verified accounts • Create bi-weekly TikToks • Write two weekly web articles regarding television, film and pop culture • Curate thoughtful topics for bi-weekly podcast episodes • education |

#### Pennsylvania state university• bachelor of arts in public relations • Certification in event planning • May 2022

Coursework focused on communications, event design, hospitality management and news writing • Concentration in Public Relations and Event Planning & Management • Courses such as Public Relations Campaigns & Strategies, Advertising, Advanced News & Feature Writing, Hospitality Marketing, Telecommunications, Event Design, Effective Public Speaking and Humanities Writing •