

SHELBY WANZOR

shelbywanzor@gmail.com | 404-432-4672 |

Portfolio: <https://shelbywanzor.godaddysites.com>

EDUCATION

Master of Marketing

Clemson University

May 2025

Bachelor of Business Management

Clemson University

- Minor in Brand Communications
- Emphasis in Entrepreneurship
- Deans List: Fall 2023, Spring 2024

May 2024

WORK EXPERIENCE

Marketing Intern, SC Small Business Development Center Greenville, SC

July 2024 - Present

- Managing the region's social media strategy, including designing and testing content schedules, ensuring timely content creation, and overseeing the analysis of performance metrics
- Coordinating project timelines, working cross-functionally to meet deadlines, and maintaining regular communication with team members using tools like Microsoft Teams
- Created a new content posting plan and new posting methods to increase engagement with a goal of gaining 5 new followers per month and have exceeded that goal each month

Marketing & Communications Intern, Think Media Clemson, SC

Jan 2025 - Mar 2025

- Worked with the client, Pilates Social Clemson, to produce social media content and to market specialty events that support philanthropic organizations and community outreach
- Served on the first ever philanthropic gala committee to strategize marketing techniques to promote the gala, attract sponsors, and sell tickets with a goal to fill every seat in the venue

Golf Course Attendant, Clemson's Walker Golf Course Clemson, SC

Jan 2023 - Sept 2024

- Served customers and provided full company and product knowledge to guests while also taking a full course load of classes
- Served as designated point of contact when upper management was unavailable
- Maintained a prosperous workplace culture

Food & Beverage Hospitality Intern, Atlanta Athletic Club Johns Creek, GA

Apr 2022 - Aug 2022

- Served as a supervisor of 8-12 employees over the pool cafe and bar
- Delegated daily tasks to employees, created the weekly employee schedule, and worked face-to-face to solve both customer and employee issues

CERTIFICATIONS

- Basis: Programmatic Essentials
- Canva Essentials
 - Credential ID: 3d598e
- 2024 ANA Certified Marketing Student
- Marketplace: New Venture Strategy
- Group 1 Investigators Conducting Social and Behavioral Science Research (SBR) at Clemson University

KEY SKILLS	Adobe Creative Suite Office Suite Software Brand Specialization Amazon DSP Project Management	Google Analytics Service Design Attention to Detail Campaigns Canva	Social Media Advertising Programmatic Advertising Strategic Marketing Connecting with Others Public Speaking
-------------------	---	---	--

LEADERSHIP

Snapshots a la Shelby <i>Founder</i> <ul style="list-style-type: none"> Operating a food blog to share weekly recipes and lifestyle inspiration Planned to post one meal a week for all of 2024 and finished with 93 posts and at least one meal per week, and continuing to pursue this goal for 2025 Learning how to integrate my passions and hobbies together to market my personal brand 	January 2024 - Present
MS Marketing Leadership Committee <i>Clemson University, MS Marketing Program</i> <ul style="list-style-type: none"> Serving on a board of committee members to organize events, alumni relations, & brand communication related activities within the program in order to facilitate communication and create a memorable experience for students 	August 2024 - Present
Powers Pitch Competition <ul style="list-style-type: none"> Took a potential venture, Flavor Blast, to the trade show portion of the pitch competition Gained insight into venture creation, pitching, and trade show experience Awarded People’s Choice 	March 2024
Vice President of Programs <i>Delta Zeta, Pi Epsilon</i> <ul style="list-style-type: none"> Introduced a new, effective calendar system to accommodate all 351 women with increased attendance at events by ~10% and noticeably decreased confusion pertaining to event details Put together chapter retreats each semester to encourage socialization and achieved significant attendance Kept track of chairwomen deadlines / events and lead weekly meetings 	December 2022 - December 2023