

SHANNON O'BRIEN

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Special Skills

Experience with Hindenburg, Final Cut Pro, Microsoft Office Suite, HTML Coding, Marketo, Adobe Photoshop, Illustrator, Audition and WordPress.com

Education

The Pennsylvania State University

The College of Communications
The Bachelor of Arts in Broadcast Journalism
Minor in Sociology

University Park, PA
Expected Graduation: May 2019
GPA: 3.37
Dean's List Fall & Spring 2016

Journalism Experience

Oath

Internal Communications and Marketing Intern

- Manage company-wide emails and newsletters
- Collect metrics on newsletters
- Ensure employees receive appropriate, timely, culturally-sensitive and creative communications in all offices across the world

New York, NY
May 2018- Aug. 2018

Social Science Research Institute

Marketing Intern

- Produce articles on happenings at the institute
- Maintain social media platforms
- Conduct interviews with researchers

University Park, PA
August 2018- Present

NBC Universal

Campus Promotions Intern

- Collaborate with Universal Pictures to bring movies and events to the Pennsylvania State University- University Park Campus
- Create marketing campaigns on campus to publicize upcoming Universal movies
- Coordinate advanced screenings and giveaways with students and faculty groups

University Park, PA
Aug. 2016- Present

TigerBeat Media

Editorial Intern and Content Editor

- Pitch and produce articles daily
- Use SEO techniques to reach all audiences
- Conduct and transcribe interviews for print magazine

New York, NY
June 2017- May 2018

CommRadio

Weekly News Broadcaster

- Assist with creating content for weekly broadcasts
- Write and edit sound bites using Hindenburg

University Park, PA
Sept. 2015- May 2018

Fresh U

Editor-in-Chief & Fresh U Newsletter Director

- Collaborate with a team of writers to create weekly newsletters emailed to over 1,000 readers
- Recruited and trained new members
- Curate Templates using sendgrid.com

Online Position
June 2016- Aug. 2017



Leadership and Activities

Penn State Dance Marathon (THON)

Communications and Dancer Relations Committee Member

- Member of THON 2016 Student Outreach Committee and THON 2017 Commonwealth Committee
- Conduct a variety of fundraising events for the Four Diamonds Fund
- Manage sleep shifts for THON captains
- Engage students, Commonwealth Campuses, faculty and staff throughout the year

University Park, PA
Sept. 2015- Feb. 2017



Penn State Homecoming

University Relations Administration Captain

- Kept detailed minutes during weekly meetings
- Created homecoming week information guide and homecoming merchandise

University Park, PA
Jan. 2016- Dec. 2016

Other Experience

The Pennsylvania State University

Teaching Assistant for Sociology 119

Coldstone Creamery

Team Lead

University Park, PA
Aug. 2016- Dec. 2016

University Park, PA
Nov. 2016- Mar. 2017