

# Shelby McDonald

919-818-3898 | samcdonald26@gmail.com | www.linkedin.com/in/shelby-mcdonald26

## EDUCATION

---

Auburn University | Auburn, Alabama

August 2021- May 2025

Bachelor of Arts in Public Relations

Minor: Spanish

- GPA: 3.55/4.00

## PROFESSIONAL EXPERIENCE

---

**PR/Communications Intern, Auburn-Opelika Tourism | Auburn, AL**

May 2024- Present

- Designed and created social media content, specifically for TikTok, Instagram, Facebook, and Playeasy and wrote blogs to highlight businesses, events, and individuals in the area.
- Mastered tasks in Simpleview in web page creation, data entry updating our partner lists, including facilities, event calendars and media.
- Built and maintained positive relationships in the community through support of local hotels and venues and distribution of visitor information/materials.

**Marketing Intern, Here Molly Girl Strategic Marketing | Opelika, AL**

January 2024- April 2024

- Created and managed email and social media communication for clients while applying strong writing and proofreading skills.
- Developed content calendars by utilizing Meta analytics to understand successful campaigns.
- Organized social media shoots to create and edit reels and posts by utilizing Meta and Capcut.

**Counselor, Camp Crestridge for Girls | Black Mountain, NC**

May 2023- August 2023

- Led 12 campers ages 6-9 and ensured their well-being and safety.
- Planned and managed their daily activities, taught skills and encouraged them to build their faith.

## LEADERSHIP AND ACTIVITIES

---

**Onward Campus Ministry Leadership Team Member | Auburn, AL**

January 2023- Present

- Collaborate with team in planning small group activities and participate in weekly meetings.
- Led a small group of younger girls weekly, encouraging fellowship and creating a welcoming atmosphere.

**Vice President of Learning and Development, Kappa Delta Sorority | Auburn, AL**

November 2022 - November 2023

- Educated and acclimated 99 new members to Kappa Delta, Panhellenic and Auburn University.
- Accomplished through 25-35 hours / week for 8 weeks in budget planning and monitoring, and workshop creation and execution.
- Built teams and delegated tasks as a leader of a 65 person chapter team, interacting with all personality types.
- Learned time management, leading through adversity and honed written and verbal communication skills.

**Assistant Vice President Learning and Development**

November 2021- November 2022

- Assisted VP Learning and Development with planning, communicated and delegated to new member board and spent intentional time with the new freshman.
- Learned delegation tactics, public speaking skills and effective time management.

## SKILLS

---

### Computer

- Proficient in Microsoft Office and Adobe Creative Suite
- Google Analytics certified
- Experienced with Simpleview CMS and CRM, WordPress, and Meta Business Suite

### Foreign Language

- Spanish: Conversational