

Shelby McDonald

samcdonald26@gmail.com 919.818.3898 linkedin.com/in/shelby-mcdonald26

EDUCATION

Auburn University | Auburn, Alabama

August 2021- May 2025

Bachelor of Arts in Public Relations

- GPA: 3.46/4.00

Minor: Spanish

- GPA: 4.00/4.00

PROFESSIONAL EXPERIENCE

City of Raleigh Before/After School Programs Counselor | Raleigh, NC

March 2020- August 2021

- Developed leadership and interpersonal skills communicating with parents, administration and co-workers.
- Provided support for elementary children through managing Zoom school schedules, homework assistance, planning and playing games and ensuring their safety at all times

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.

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.

LEADERSHIP AND ACTIVITIES

Selected Member **Kappa Delta Sorority, Sigma Lambda Chapter** | Auburn University

August 2021- Present

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.

Vice President of Learning and Development

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.
- Learned time management, leading through adversity and interacting with all personality types.
- Honed written and verbal communication skills.

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.

SKILLS

Computer

- Microsoft Office Proficient
- Adobe Creative Suite Proficient
- Experienced with Meta Business Suite and Google Analytics

Foreign Language

- Spanish: Conversational