

Avery Shaw

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Portfolio: <https://www.averynicolshaw.com/>

## EXPERIENCE

### Marketing Coordinator - Independent

#### Contractor

February 2024 - Present

- Build social media presence for a new AI software company
- Copywriting and editing for blogs, social media, website content and emails
- Build marketing plan for a new AI software company

### Digital Media Specialist - Firespring

January 2023 - Present

- Collaborate, manage and assist with Firespring social media and client paid social
- Manage and execute Google ads campaigns
- Marketing automation software SME
- Hubspot email marketing SME
- Build and report on automated campaigns within MindFire software
- Assist in copywriting for emails, blogs and social media

### Lead Copywriter - Jacht

August 2022 - December 2022

- Wrote blog posts for clients
- Created and wrote content calendar for clients
- Ran department meetings

### Social Media Coordinator - Five Tool

June 2022 - November 2022

- Posted 100-200 tweets per day highlighting top baseball players in action
- Basic use of iMovie to clip together pitching highlights

### Communications and Operations Intern -

#### NUtech Ventures

May 2021 - May 2022

- Created social media copy and graphics for LinkedIn, Facebook and Twitter
- Created LinkedIn marketing campaigns for marketing technologies
- Created content for website and emails using Wordpress and MailChimp
- Conducted interviews with inventors, previous interns and employees

## ACADEMICS

### University of Nebraska - Lincoln

August 2019 - December 2022

- Bachelor of Journalism with Advertising and Public Relations major and Psychology minor
- 4.0 GPA
- Dean's List: Fall 2019 - Fall 2022
- Chancellor's Scholar

## SKILLS

- Proficient in AP style writing
- Experience learning and using new software (Pendo, MindFire, Hubspot)
- Advanced knowledge of Microsoft Suite, Adobe Creative Cloud and Canva
- Experience with Salesforce/Mission Control
- Proficient in social media management
- Proficient copywriting skills
- Excellent verbal and written communication
- Experience in Google, LinkedIn and Meta Ads placement and management

## CERTIFICATIONS

- Google Digital Marketing & E-commerce (Coursera)
- Google Ads Search
- Google AI Essentials (Coursera)