

SHANNON McCARTHY
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EDUCATION

December 2013 UNIVERSITY OF FLORIDA GAINESVILLE, FL
Master in Business Management degree (MSM), Hough Graduate School of Business Administration
May 2013 UNIVERSITY OF FLORIDA GAINESVILLE, FL
Bachelor of Arts (BA) in Telecommunications
Networking Chair, Order of Omega Honors Society

EXPERIENCE

January 2012- **UNIVERSITY OF FLORIDA PANHELLENIC COUNCIL** GAINESVILLE, FL
Present **Director, Public Relations**
Manage social media and handle publicity for the Panhellenic Council, representing all sixteen chapters at the University of Florida.

- Create marketing campaigns involving social media, merchandise sales and corporate sponsorships for Panhellenic sponsored events.
- Supervise 2 assistant directors responsible for collecting photos and covering Panhellenic philanthropy events for social media outlets.
- Collaborate with PR representative from the UF Inter-Fraternity Council to help promote a positive Greek image on campus and in the community.

May 2012- **TAMPA BAY & COMPANY** TAMPA, FL
July 2012 **Intern, Partnership Department**
Planned and managed Tampa's largest dining event, *Dine Tampa Bay Restaurant Week*.

- Increased the number of participating restaurants by more than 50% from the previous year's event reaching 130 venues.
- Visited potential partner sites to recruit participants and succeeded in selling over 50 print and advertising spots.
- Collaborated with marketing department to overhaul public relations strategy.
- Developed a multiplatform social media campaign including the release of a smart phone mobile application (over 1,200 downloads).
- Managed volunteer staff of 20 responsible for Dine Tampa Bay Kick Off and Press Party through effective leadership and organized communication.

May 2011- **FLORIDA'S 89.1 WUFT-FM** GAINESVILLE, FL
May 2012 **Producer, *The Front Page Edition of All Things Considered***
Managed daily newsroom operations, researched and brainstormed news stories, delegated assignments to a team of 10, and kept up-to-date fact sheets, ultimately producing a daily live one-hour presentation.

- Worked from the station and on site throughout north-central Florida covering regional news stories and localizing national news.
- Trained new reporting students in newsroom operations, writing, and decorum during orientation sessions.

LEADERSHIP ACTIVITIES

August 2009- **DELTA DELTA DELTA SORORITY** GAINESVILLE, FL
Present **Member Development Chair**
Promoted chapter and individual opportunities for growth by assessing the needs of members and providing meaningful and relevant information to them.

- Promote developmental opportunities by booking guest speakers to educate on health and lifestyle issues once a month and creating an environment to facilitate open dialogue.
- Organize all internal social events including Mother-Daughter and Father-Daughter weekends.
- Maintain a budget of \$7,400 and delegate responsibilities to a committee of 12.