

Miles Shellshear

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EXPERIENCE

Multimedia Specialist, Texas A&M University Galveston Campus

Galveston, September 2022 – Present

- Developed and executed social media content strategy for the Galveston Campus, Maritime Academy, and College of Marine Sciences and Maritime Studies across all platforms, raised engagement rate, audience growth and reach
- Edited and wrote news articles, press releases and newsletters
- Led photo and video for digital and print marketing materials
- Managed and created content for digital channels including signage and campus calendar
- Supported crisis and emergency communications for signage, social, web, and email
- Served as member of TAMUG Staff Council, JED Campus Committee

Communications Lead, SciArt Exchange

Houston, January 2022 – September 2022

- Developed social media content, editorial calendar and social strategy
- Mentored undergraduate intern in creation of social media content and email communications
- Created strategy and media package for NASA Earth Science in Action Comic Strip Contest including contest website, email communications and social media content

Editor-in-Chief, UHCL The Signal

Houston, May 2018 – August 2022

- Awarded two Columbia Silver Crowns and one Columbia Gold Crown during tenure
- Pitched weekly ideas for news, feature, opinion and multimedia content
- Organized and copyedited written and multimedia content weekly for publication
- Wrote articles and produced visual projects for publication of 100 issues
- Planned and published social media campaigns

Communication Intern,

Harris County Office of Homeland Security and Emergency Management

Houston, August 2019 – December 2019

- Prepared news releases for special events, the end of hurricane season and holiday safety tips
- Planned social media content and campaigns
- Conducted media relations during activations

EDUCATION

University of Houston - Clear Lake, College of Human Sciences and Humanities

- Bachelor of Arts in Communication, Spring 2020
- Master of Arts in Digital Media Studies, Summer 2022

SKILLS

- Extensive experience with Windows, MacOS, Android, iOS, Facebook, X (Twitter), Instagram, Youtube, Hootsuite, Sprout Social, WordPress, Adobe Creative Cloud, ClickUp, Teamwork, Figma, PhotoShelter, Microsoft Office
- Extensive experience in AP Style, copywriting, copyediting, photography and editing, video production, image and graphic creation, event planning, leadership and delegation, organizing and scheduling