

AALIYAH SHEARER

PUBLIC RELATIONS SPECIALIST

CONTACT

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EDUCATION

Bachelor of Arts (B.A.),

Public Relations

The University of Oklahoma

2020-2024

Expected graduation: May 2024

SKILLS

- Digital Marketing Certification
- Google Marketing Certification
- Adobe Creative Suite
- Canva
- Brandwatch
- Consumer Research
- Email Marketing
- Writing for Digital Platforms

References available upon request.

EXPERIENCE

Receptionist and Content Manager

May 2023-Present, *CV Style Co.*

- Manage stylists' schedules, including booking appointments and handling cancellations or rescheduling requests.
- Monitor social media channels, respond to comments and messages, and engage with followers to build community and foster relationships.
- Collaborate with stylists and salon management to develop promotions, campaigns, and themed content ideas to attract and retain clients.

College Brand Ambassador

September 2021-Present, *Oklahoma City Thunder*

- Work collaboratively with team ambassadors to achieve monthly insight objectives.
- Customize content strategies to effectively target and engage with the 18-24 age demographic.
- Conducted extensive consumer behavioral research in 2022, gathering insights from 571 participants across Oklahoma.
- Produced 446 social media posts during the 2021-2022 NBA season, driving a total of 187,428 consumer interactions through social media engagement and website navigation.

Social Media Marketing Intern

August 2022-December 2022, *NVIEW Media*

- Assisted in the development and implementation of social media marketing strategies, contributing innovative ideas and insights to drive brand growth and awareness.
- Coordinated and casted social media brand shoots, collaborating with photographers, models, and stylists to ensure the successful execution of creative concepts.
- Developed engaging and on-brand content for various clients across multiple industries, tailoring content strategies to meet specific campaign objectives and target audiences.