

Colin Shannon

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Education

Bachelor of Arts – Advertising and Public Relations

Fall 2021 – Spring 2025

University of North Carolina at Chapel Hill

- GPA: 3.668
- Honors: Dean's List Spring 2022 – 2024, National Society of Collegiate Scholars

Study Abroad Participant – Burch Fellowship

Summer 2023

Honors Carolina (UNC-CH)

- Selected for the Burch Criminal Justice Honors Program, and studied the criminal justice system and how it intersects with mental health/substance abuse in the U.S. and UK.
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Experience

Spokesperson and Team Leader | *Note in the Pocket* – Chapel Hill, NC

Sept. 2024 – Present

- Serve as the spokesperson and team leader for a service-learning class offered by UNC's Hussman School of Journalism and Media.
- Coordinate meetings between group members and the Raleigh-based nonprofit Note in the Pocket.
- Create and manage media kits for Note in the Pocket.

Skills: Copywriting • Community Outreach • Event Planning • PR Coordination • Customer Service

Marketing Intern | *First Carolina Bank* – Raleigh, NC

June 2024 – Aug. 2024

- Audited competing financial institutions' social media and website platforms to suggest new ways to improve FCB customer experience on social media and internet browsers.
- Created social media calendars and corresponding graphics/posts for August and September.
- Created and executed a marketing strategy for a new credit card partnership affecting over 800 customers.

Skills: Business Marketing • Marketing Support • Conflict Resolution • Advertising • Digital Content Creation

Founder and Lead Writer | *wfbbcenter* – Chapel Hill, NC

March 2023 – Jan. 2024

- Created and managed an Instagram account covering Wake Forest University baseball as a fan page.
- Utilized reporting, writing and graphic design skills to maintain the account.
- Garnered close to 500 followers in a niche community.
- Created and managed a website and separate Instagram account (Deacs Dugout) covering Wake Forest University baseball from a reporting standpoint.

Skills: Creative Writing • Reporting • Social Media Management • Website Design • Search Engine Optimization

Volunteer Service

Personal Shopper / Assistant | *Mooresville Christian Mission* – Mooresville, NC

May 2016 – Present

- Stock pantry, assist in the warehouse and help clients shop for food.
- Volunteer for special events at select holidays.

Organizer and Event Volunteer | *Back 2 School Bash* – Mooresville, NC

Aug. 2016 – Present

- Until 2021, created and executed a summertime neighborhood project to collect money and school supplies for the Mooresville community event.
- Currently, volunteer with the organization to coordinate, set up, and break down the Bash on-site each summer.