

LIV SHIN

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EDUCATION

Texas Christian University (TCU), Fort Worth TX

Bachelor of Science in Strategic Communication, May 2021 | Minor in Educational Studies

Relevant Coursework

Advertising | Public Relations | Design | Research | Diversity | Writing & Editing

WORK EXPERIENCE

Shindig Publishing LLC. | August 2015—present

Children's Author/Illustrator

- Writes children's books to promote disability awareness and celebrate diversity
- Produces pitches and writes emails to bookstores, libraries, and hospitals for book purchase and events
- Maintains social platforms and tracks sales
- Digitizes sketches into Clip Studio to create illustrations

The PAC, Fort Worth TX | August 2020—present

Marketing/Communications Intern

- Produces content for the PAC social media (Instagram, Facebook) and website
- Works under manager to release meaningful
- Attends weekly staff meetings and weekly leadership meetings; attends bi-weekly media meetings and 1:1's with manager
- Participates in setting up and serving on Sunday mornings for church service
- Minimum of 15 hours a week, including attending college events to get creative content for digital platforms.
- Writes for website, and reaches out to potential bloggers to write for website

Flash Photography, Fort Worth TX | Summer 2020

Lightroom Editor

- Edits graduation photos by school through Adobe Lightroom Classic
- Processes photos through Flash *Adobe Converter Tool* to move mass photos from the photo edit stage to the next process
- Supports other staff members in Photoshop edits, digitally copying name cards, and cropping photos to appropriate dimensions via Flash's *Speed Cropper*.

PMG Digital Agency, Fort Worth TX | Feb. 2020 — May 2020

Editorial Intern

- Supports the managing editor in editorial operations, including editorial calendar management, interviewing thought leaders, and editing blog posts
- Writing blog posts about digital media, culture, and technology
- Copywriting for the company's marketing communication efforts
- Managing PMG's blog

TCU Housing, Fort Worth TX | Fall 2018—Spring 2020

Resident Assistant

- Oversees community of 230 residents, including aspects of safety and transitional mentoring throughout first-year experience
- Serves as a resource within the building through providing information to residents
- Coordinates bi-monthly programs for residents to create greater community relations
- Fosters an inclusive environment through intentional dialogue and visibility

Cyclebar: Premium Indoor Cycling, Fort Worth TX | 2017—2020

Cycle Instructor, Rider Experience Specialist

- Instructs 3+ classes a week, each being 45 minutes long (Nov 2018–February 2020)
- Ensures facility is clean and quality to give riders the best customer service (Fall 2017–December 2019)

PR/Marketing Assistant | Fall 2017—2019

- Posts on social media daily and seeks partnerships with places in the Fort Worth Area
- Creates appealing content on red wall to inform riders of monthly specials and events

Lululemon, Fort Worth TX | Nov. 2018—Sep. 2019

Part-time Educator

- Educates customers on fabrics and clothing, creates community through intentional conversation
- Conducts cash and credit transactions
- Maintains brand image through wearing clothing
- Attends monthly staff meetings to discuss store management, upcoming events, and team/individual goals

TCU Student Leadership Services, Fort Worth TX | Summer 2018

Orientation Leader

- Facilitates 13 orientation sessions for incoming TCU freshmen with a team of seventeen other orientation leaders.

Awards & Honors

- TCU Honors Scholar (2018)
- Honors Graduate Research Grant (2018)
- TCU Frogfolio Showcase Finalist (2018)
- Cyclebar Instagram Contest Winner (2018)
- Diversity, Equity, & Inclusion Research Award (2019)
- TCU Deans List (2017—present)

SKILLS

Canva | Weebly | Photoshop | Photography | Lightroom