

Ian Shepherd
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[LinkedIn](#)



TECHNICAL SKILLS

- Knowledge of Google Applications
- Microsoft (Word, PowerPoint, Excel)
- SPSS Statistics
- Coding (R, Python, and SQL)
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- TikTok
- Instagram
- Public Speaking
- Event Planning
- Social Media Marketing
- Intermediate French

SOFT SKILLS

- Communication
- Networking
- Adaptability
- Conflict Resolution
- Leadership

INVOLVEMENT

- Morehouse Business Association
- National Action Network Syracuse
- We Rise Above the Street Volunteer
- My School Votes Volunteer

CERTIFICATIONS

- Student Digital Marketing
- Google Growing Offline Sales
- Google Ads AI

EXPERIENCE

Beats by Dre

Extern
July 2024 — August 2024
Collected and researched data regarding consumer views on Beats • Pitched strategic solutions for Beats' upcoming and current products

Auburn Community Hospital

June 2024 — August 2024

Marketing Intern

Planned events and fundraising opportunities • Developed graphics, promotions, and advertisements for the hospital • Monitored and improved the hospital's platforms

Spriggs Burroughs Performance Ensemble

August 2024 — May 2025

Publicity Chair

Creating promotional content for events • Keeping photo and video records of the organization • Relationship building with other organizations • Social media engagement and monitoring (≈ Average engagement 3,500) • event creation planning • content creation

National Society of Leadership and Success

May 2024 — May 2025

Atlanta University Chapter Publicity Chair

Social media engagement and monitoring • Event creation and performances • content creation

Morehouse Marketing Association

October 2024 — May 2025

Community Service Chair

Organized and oversaw community outreach events • Aiding in orchestrating multi-organization events

Morehouse College Ambassador Team

April 2024 — May 2025

Student Ambassador

Marketing Morehouse to potential students (≈ 700) • Informing students of Morehouse College • Aided in facilitating events

Morehouse College Glee Club

May 2023 — May 2025

Secretary

Supervised community platforms • Recorded glee club records and attendance • Facilitated communication between the glee club and other entities

YardStunners

December 2022 — February 2024

Financial Secretary

Supervised financial resources, as well as overseeing purchases • Approved prices and managed price changes • Supervised community service and branding activities

EDUCATION

Syracuse University

MAY 2026

SI Newhouse School of Public Communications

MS in Public Relations

GPA: 4.0/4.0

Morehouse College

MAY 2025

BA in Business Administration

Concentration in Marketing

GPA: 3.6/4.0