

Ian Shepherd

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EDUCATION

Syracuse University, Newhouse School of Public Communications

MS in Public Relations.

May 2026

Morehouse College

BA in Business Administration, Concentration in Marketing.

May 2025

EXPERIENCE

Client Delivery Account Management Intern

May 2026 – August 2026

BLAC Internship Program at Carnegie Higher Ed

- Developed client-facing presentations, supporting documentation, and project timelines for internal teams and external clients
- Prepared and delivered presentations to senior stakeholders and executive audiences
- Applied Claude AI and ChatGPT to streamline account management workflows and strengthen client deliverables

Student Program Associate

August 2025 – May 2026

Newhouse Office of Community, Culture and Engagement

- Coordinated logistics and programming for 18 community events, averaging 30-50 participants per event
- Managed Instagram and LinkedIn content strategies to maximize brand visibility and drive event attendance

Extern

July 2024 – August 2024

Beats by Dre

- Conducted market research on brand perception, surveying 30 participants for qualitative insights
- Structured, parsed, and visualized quantitative data from a 1,000+ participant dataset using Google Sheets to identify consumer trends
- Pitched data-backed, strategic product positioning solutions directly to brand leadership

Marketing Intern

June 2024 – August 2024

Auburn Community Hospital

- Planned and coordinated community events and fundraising initiatives to support hospital programs
- Designed marketing graphics, promotional materials, and digital display advertisements using Canva

PROJECTS

National Forest Foundation Advocacy Campaign

Strategic Communications Lead

- Created the "Watch the Forest Grow as You Grow" campaign strategy targeting Gen Z and millennial audiences
- Planned a digital partnership linking Zillow, Zola, and The Knot registries to tree-replanting donations
- Developed campaign materials including influencer social mockups, executive LinkedIn posts, and pitch letters
- Constructed a project Gantt chart and drafted a detailed campaign budget totaling \$127,350

Leinster Rugby Expansion Strategy

Research and Brand Consulting

- Tracked 111,000+ social mentions using Brandwatch to identify audience diversity gaps
- Built detailed audience personas for middle schoolers and adaptive wheelchair athletes
- Proposed grassroots community partnerships with HBCUs and the YMCA to grow regional interest

Additional Projects

- Susan B. Anthony House and Museum Expansion Campaign: Donor relations consulting, audience persona design, and A/B testing recommendations to improve donation completion rates
- Warner Bros. Discovery Mock Crisis Plan: Authored crisis response guidebook, drafted media holding statements, and structured internal and external communication protocols

ACTIVITIES & LEADERSHIP

Newhouse Master's Association

September 2025 - May 2026

Board Member

- Planned and coordinated community-building events for the graduate student population, facilitating networking mixers and academic panels averaging 30-70 attendees; oversaw resource allocation and operational budgets

Morehouse College Ambassador Team

April 2024 - May 2025

Student Ambassador

- Marketed Morehouse College's academic value and campus culture to approximately 700 prospective students; conducted campus tours and led informational Q&A sessions

Spriggs Burroughs Performance Ensemble

August 2024 - May 2025

Publicity Co-Chair

- Created promotional content and managed social media engagement through Instagram, averaging approximately 3,500 in engagement

National Society of Leadership and Success

May 2024 - May 2025

Atlanta University Chapter Publicity Chair

- Designed promotional flyers and chapter graphics via Canva; coordinated outreach campaigns across the Atlanta University Center to drive student interest

CERTIFICATIONS

- Stukent Digital Marketing, Google Growing Offline Sales, Google Ads AI, BrandWatch Academy, Citi Training

SKILLS

PR and Communications: Campaign Management and Creation, Crisis Communications, Stakeholder Engagement, Media Relations, Investor Relations

Social Listening and Analytics: BrandWatch, SPSS Statistics, Google Analytics, R, Python, SQL

Creative and Design: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Premiere Pro, Canva

Platforms and Tools: Google Applications, Microsoft Office (Word, PowerPoint, Excel), Claude AI, ChatGPT, Google Ads AI, TikTok, Instagram

Languages: Intermediate French

ADDITIONAL INVOLVEMENT

- Morehouse Business Association, Morehouse Marketing Association (Community Service Chair), National Action Network Syracuse, We Rise Above the Street Volunteer, My School Votes Volunteer