

# SHELBY SHANK

## Marketing & Communications

### PERSONAL STATEMENT

Dedicated communications professional pursuing to bridge the gap between consumers and producers. My knowledge and experience in agriculture and digital communications assist me in reporting and producing publications for Texas Farm Bureau members as well as generating content to target audiences to enhance TFB's digital presence.

### SKILLS

- Digital Media Management
- Interpersonal Communication
- Copywriting
- Customer Service
- Content Creation
- Public Speaking
- Time Management
- Photography

### CONTACT

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Waco, TX 76708  
Email: shshank@ttu.edu  
Website: www.shelbycoimages.com  
LinkedIn: linkedin.com/in/shelbyshank

### REFERENCES

Julie Tomascik  
Associate Director of Communications,  
Texas Farm Bureau  
(254) 697-1937

Taylor Spears McAdams  
Content Developer, Justin Boots  
(918) 899-1707

Dr. David Doerfert  
Professor in Agricultural Education and  
Communications, Texas Tech University  
(806) 834-4477

### WORK EXPERIENCE

#### Texas Farm Bureau

##### Field Editor | Jan 2023 - Present

- Write for *Texas Agriculture*, *Texas Neighbors* and *Texas Agriculture Daily*
- Generate content for social media platforms
- Photograph events for printed publications and digital media

#### Cultivate Agency

##### Junior Account Executive | Feb 2022 - Dec 2022

##### Media Intern - State Fair of Texas | Oct 2019 & Sep. 2021

- Published press releases and website articles for various clients
- Created and scheduled social media content across multiple platforms
- Coordinated event planning for a client benefit concert

#### Cowboy Channel

##### American Rodeo | Mar 2021

##### National Finals Rodeo Intern | Dec 2020

- Checked-in rodeo contestants
- Assisted with event set-up and execution
- Attended to guests and hospitality arrangements

### EDUCATION

#### Texas Tech University

##### Master's of Science in Agricultural Communications | Dec 2022

- Cumulative GPA: 4.0
- Activities: Graduate Teaching Assistant, Agricultural Education & Communication Graduate Students Organization
- Research: Influencer Marketing, Social Media, Agricultural Leadership, DEI

#### Murray State University

##### Bachelor's of Science in Agriculture in Animal Science | May 2021

- Minor: Marketing
- Cumulative GPA: 3.63
- Deans List: Fall 2017, Spring 2018, Fall 2018, Spring 2019, Spring 2020, Fall 2020
- International Experience: Belize 2019
- Activities: Block & Bridle, Sigma Alpha, Swine Club