



PRESS RELEASE
FOR IMMEDIATE RELEASE
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SHELBY RODRIGUEZ JOINS USTA TEXAS STAFF AS SOCIAL MEDIA COORDINATOR

AUSTIN, Texas – Shelby Rodriguez joins the USTA Texas Community and Shared Services department staff as the Social Media Coordinator. Rodriguez will assist the Senior Marketing Manager to develop and implement the company's overall social media strategies and tactics.

Rodriguez will be responsible for updating, maintaining, and growing the social media presence of USTA Texas. Additionally, her role will grant her responsibility for the development of creative concepts, campaigns and support materials for various USTA Texas programs, events, meetings, and initiatives.

"We are extremely excited to have Shelby join our expanding team in the Community and Shared Services department, and to have someone dedicated solely to the oversight of social media platforms. Her creative skills will allow us to further our need for creating content and marketing pieces to promote our programs and initiatives," said **Mike Carter**, Community and Shared Services Director.

Rodriguez earned her undergraduate degree from the University of Oklahoma. She graduated in May 2015 majoring in advertising and minoring in interior design.



"I'm really excited to help USTA grow and rebrand itself, and to take it to the next level in order to find itself in the game," said Rodriguez.

She recently gained experience working at the South Congress Hotel where she worked in guest services as a front desk agent and concierge. Prior to that, she worked as a leasing agent of student housing in Norman, Okla. She also has extensive experience at The Capital Grille, Fort Worth, Texas where she worked predominantly in advertising.

Rodriguez is a bilingual English and Spanish speaker. Rodriguez can be reached by email at rodriguez@texas.usta.com or by phone at (512) 443-1334 ext. 230.

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USTA Texas

Located in Austin, USTA Texas is a not-for-profit volunteer organization with over 52,500 individual members and over 600 organizational members. Since 1895, USTA Texas have been one of the 17 sections of the United States Tennis Association, the governing body of tennis in America. USTA Texas is the third largest of the sections and features a Pathway of tennis programs for beginning, recreational and competitive juniors, adults and seniors. With hundreds of volunteers, USTA Texas is devoted to promoting and developing the growth of tennis in Texas. For more information about USTA Texas go to www.texas.usta.com, "like" the official USTA Texas Facebook page at www.facebook.com/ustatexas or follow us on Twitter @USTATexas.

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Press release written by Pippa Horn, USTA Texas spring intern.