

Shannon Jacobs

Fogelsville, PA 18051

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Summary

I am a junior in college seeking to obtain a social media internship that can help me pursue my goal of having a social media marketing occupation.

Skills

- Communication
- Customer Service
- Organization
- Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver)
- Microsoft Office
- Social Media
- Macs/PCs

Experience

- 10/2019 - Current **Dixon Marketplace-** Kutztown, PA
Supervisor
- Monitor employee performance and safety, conducting to correct problems and optimize productivity.
 - Execute new training initiatives to improve skills and develop leaders from within.
 - Handle Cash during the opening and closings shifts and procedures.
- 01/2016 - 01/2020 **Subway-** Fogelsville, PA
Assistant Manager/Manager
- Evaluate employee performance and develop improvement plans.
 - Conducted job interviews, led employee performance evaluations with constructive feedback.
 - Provided leadership and direction for employees, supervising activities to drive productivity and efficiency.
 - Cultivated customer loyalty by training team members in industry-leading service standards.

Education

- Expected in 05/2021 **Kutztown University of Pennsylvania-** Kutztown, PA
Bachelor of Science: Social Media Theory & Strategy (SMS)
- Dean's List Honoree Fall 2020
 - Tau Sigma National Honor Society Member
- 05/2019 **Lehigh Carbon Community College-** Schnecksville, PA
Associate of Arts: Liberal Arts and General Studies
- Cum Laude graduate
 - Dean's List Honoree Spring 2019
 - Softball Member

Certifications

- Google Analytics for Beginners (Nov. 2019)
- Hootsuite Platform Certification (Niv. 2019)
- Hootsuite Marketing Certification (Oct. 2019)

Main Interests

- Social Media Marketing
- Social Media Management
- Social Media Analytics