

SHELBY HODGES

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AREAS OF EXPERTISE

Experiential Marketing	Event Planning	Project Management	Sponsorships
Social Media	Digital Marketing	Vendor Management	Communications

WORK EXPERIENCE

Delta Air Lines: Marketing Specialist

5/2022- Present

- Plan and execute tradeshow & events, including booth design and build, branding, meeting schedules, conference attendance, event sponsorship & promotional items
- Organize domestic & international corporate events with 250+ attendees from ideation to implementation, managing invitation lists through CVENT and working with internal and external stakeholders to ensure events are executed seamlessly
- Develop cross-channel marketing plans to promote events to achieve key KPIs and sales initiatives

Delta Air Lines: Corporate Communications Specialist

2/2020- 5/2022

- Managed internal employee communications through email, SharePoint, and Workplace group
- Developed external marketing communications through a strategic content calendar, producing email campaigns, press releases and social media
- Oversaw divisional LinkedIn account, increasing followers by 475%
- Scheduled and implemented divisional town halls through virtual and in-person platforms

American Board for Certification of Teacher Excellence: Social Media Specialist

8/2019- 2/2020

- Produced written, visual, and video content for Facebook, Twitter, Instagram, and YouTube
- Published all social media content through the creation of strategic monthly calendars
- Tracked analytics for Facebook, Twitter, Instagram, and YouTube to enhance media performance

Foundation for Excellence in Education: Communications Intern

9/2018- 5/2019

- Developed content for the Foundation for Florida's Future social media accounts
- Wrote press releases promoting the 2018 National Summit on Education Reform
- Ghost wrote opinion editorials on behalf of families receiving the Nevada Opportunity Scholarship
- Created graphics and videos to educate viewers on education policy

Florida State College of Law Research Center: Outreach Intern

9/2018- 12/2018

- Developed strategic content for social media accounts to advertise events and resources
- Assisted in planning, publicizing, and implementing Law Library events

George W. Bush Presidential Center – Dallas, Texas: External Affairs Intern

6/2018- 7/2018

- Created strategic monthly content calendars, increasing social media presence for the Bush Center's Military Service Initiative
- Created video clips of interviews with policy experts for placement on YouTube and Instagram

Markham Group – Washington, DC: Public Relations & Events Intern

6/2016- 7/2016

- Managed Lufthansa's German American Aviation Heritage Foundation social media accounts
 - Assisted in the planning and execution of events for the US Chamber of Commerce, Hiring Our Heroes, the Republican National Convention, and the Democratic National Convention
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EDUCATION

Bachelor of Science Degree in Communication and Digital Media Studies

College GPA: 3.8

Double Major in Political Science, Minor in English

Florida State University- Tallahassee, FL