

# Shelby Carrico

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## Education

**University of Mississippi, Oxford, MS**

Expected May 2021

- Major: Integrated Marketing Communications (IMC)
- Specializations: Visual Design and Social Media
- Minor: General Business
- Spring 2019 Dean's List Scholar
- 2018 Chancellor's Leadership Class

## Relevant Coursework

- Office Applications
- Account Planning
- Advanced Writing
- Communications Law
- IMC Research
- Business Communication
- Public Relations
- Social Media in Society
- Creative Visual Thinking

## Experience

### **Fall Marketing Intern**

August 2019 – December 2019

Ole Miss Dining/Aramark, *Oxford, MS*

- Sold, promoted, and communication meal plan options to current Ole Miss students
- Assisted in creating content for social media sites

### **2019 Orientation Leader**

November 2018 – August 2019

University of Mississippi, *Oxford, MS*

- Led freshman through 16 summer orientation sessions
- Assisted new students and parents in creating class schedules, participated in student panels, gave campus tours, and directed visitors to appropriate resources

### **Counselor**

Camp Ozark Summer Camp, *Mt. Ida, AR*

May 2017 – August 2017

- Directed morning activities for campers ages 7-18
- Served as the primary counselor responsible for a cabin of 13-15 high school campers

### **Marketing/Sales Intern**

October 2016 – June 2017

Varsity Spirit It Girl, *Memphis, TN*

- Assisted in designing and reviewing diverse products offered by Varsity Spirit
- Created new marketing campaigns for Varsity Magazine and Varsity.com

### **Sales Associate**

August 2013 – August 2017

BB's Boutique, *Magee, MS*

- Assisted customers and managed inventory
- Managed the boutique's Facebook, Instagram, and Snapchat accounts

## Leadership

- Chi Omega Sign and Banner Co-Director  
November 2019 – Present
- Associated Student Body Mentor  
October 2019 – Present
- Big Event Team Leader  
February 2019
- Sisterhood Support Team Leader  
September 2018 – January 2019
- Martin Hall President  
September 2017 – May 2018
- BB's Boutique Fashion Show Fundraiser Director  
March 2016 – November 2016

## Involvement

- Greek Ambassador  
November 2019 – Present
- The Society for Collegiate Leadership and Achievement  
October 2019 – Present
- National Society for Leadership and Success  
August 2019 – Present
- ASB Public Relations Committee  
August 2018 – Present
- Junior Panhellenic Representative  
March 2018 – November 2018
- Chi Omega Marketing Committee  
November 2017 – Present
- Ole Miss Cardinal Club  
September 2017 – Present
- Chi Omega Sorority  
September 2017 – Present