

Griffin Shaivitz

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Early career professional looking for integrated marketing communications and public relations position.

Experienced in content creation, analytics, social media and video editing.

PROFESSIONAL EXPERIENCE

C-SPAN, Washington D.C, June - August 2023

Media Relations Intern

- Created pitches for media outlets
- Edited and created media lists, specifically for the Trump trials, and the 2024 Presidential Campaign
- Wrote social media posts and app notification messages for the C-SPAN app

The National Fisheries Institute, Reston, VA, May - August 2022

SIRF and NFI Communications Intern

- Worked with the communications team to provide data analysis, editing content such as webinars, conducting interviews, and organizing email marketing data
- Created social media content and posted on organizational social channels
- Wrote various articles on research projects in the industry
- Edited and updated content and design of content management system

Public Relations Division, Northwood Studios, 2018 - 2023

Marketing Specialist, Feedback Manager, and Content Editor for SCP: Secret Laboratory

- Public Relations work included gathering feedback for the game, analyzing the data, and writing reports for the development team
- Maintained Twitter and Twitch accounts
- Wrote and edited trailers and scripted commentary for upcoming game content

EDUCATION

Ohio University | Athens, Ohio, E.W. Scripps School of Journalism

B.S. in Journalism - Strategic Communications, Minor in Marketing

Graduated: May 2024, Magna Cum Laude

Dean's List all 8 semesters

TECHNICAL SKILLS

Microsoft Office Applications, Vegas Pro, Adobe Photoshop, Audacity, Audio Mixing, WordPress, MailChimp

CERTIFICATIONS

Google Analytics Individual Qualification - October 2024

RELATED EXPERIENCE

The Post (Award Winning Student Newspaper), Ohio University, September 2020 - May 2024

The Post was awarded for excellence at the 2018 SPJ conference among other recognitions

Writer, The Beat and Social Media sections

- Regular contributor of articles and reviews for The Beat, the Post's entertainment section
- Worked with social media team to promote articles
- Pitched story ideas to Post editors

Ohio Digital Leaders, Ohio University, Athens, Ohio, October 2022 - May 2024

Secretary

- Ohio Digital Leaders is a club focusing on learning and investment analysis of various Cryptocurrencies and Blockchains
- Founder member, Inaugural Secretary, organized meetings and promotion

Scripps Semester in D.C Program, Ohio University, Washington D.C, May - August 2022

- Summer-long opportunity focusing on journalism (print, broadcast, data and photojournalism), strategic communication, commercial photography, information graphics, data visualization, publication design for print and digital, and scripting a UX design
- Met with speakers and toured facilities such as C-SPAN, Reuters, and Bloomberg
- Participated in various workshops and lectures from well-known journalists and marketing professionals

The Washington Journalism and Media Conference, George Mason University, Washington D.C, July 2019

- Week-long conference with introductions major media/journalism personalities
- Learned skills on reporting stories and attended speaker sessions from national media outlets (CNN, National Geographic and Vox)
- Participated in various workshops and lectures