

SHAWN DICKENS

| Shawn.dickens83@gmail.com | <https://www.linkedin.com/in/sdickenspr/>

PUBLIC RELATIONS SPECIALIST

Driven, adaptable Veteran and prior Marine Corps Combat Correspondent with extensive experience in managing public affairs, social media, and branding. Intuitive and thoughtful with strength in developing a positive organizational image through creative writing, inspirational story-telling, and engaging content development to reach the target audience and create meaningful connections.

KEY SKILLS

**Digital Marketing
Brand Development**

**Social Media Management
Effective Communication**

**Content Creation
Writing & Photography**

**Audience Engagement
Graphic Design**

Technical Skills: Photography | Adobe Suite | Microsoft Suite | WordPress | Video production | Radio Broadcasting | Voiceovers

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Mass Communication: PR & Advertising | Minor: Communication Studies
Sam Houston State University | *Graduated: December 2022*

Editor's Course | Defense Information School

Public Affairs Specialist/Combat Correspondent Training | Defense Information School

EXPERIENCE

SOCIAL MEDIA CONTENT SPECIALIST | Texas Department of Criminal Justice March 2023–Present

Content creation and graphic design to maintain desired brand image and develop engaging content.

- Drive agency branding and public image by understanding and applying current advertising and social media trends in all agency messaging and content.
- Work with communications team to develop agency messaging targeting audience through relevant and appealing digital marketing.
- Create brand-related content for use across both print and social media platforms to drive engagement with public commentary, building connections, expanding reach, and enhancing the company's reputation.

ON-AIR RADIO PERSONALITY | New Wavo Communications (99.7 KVST) January 2023–Present

Weekend and fill-in on-air personality at country radio station KSTAR Country.

- Operate soundboard; edit audio using Adobe and VoxPro software.
- Program music and advertisement audio files for on-air play.
- Create, prepare, and present up to date topics for live radio broadcast.
- Communicate and correspond with radio listeners via email and phone.

SOCIAL MEDIA MANAGER | Bullets and Band-aids (501c3) September 2022–Present

Oversee social media presence to maintain desired brand image and develop engaging content.

- Drive brand innovation by understanding and applying current social media trends and connecting with the target audience through relevant and appealing digital marketing.
- Monitor brand-related mentions across social media platforms to engage with reader commentary, build connections, expand reach, and enhance the company's reputation.
 - Increased traffic on organization social media channels by 1000% by creating and developing a regular schedule for posting content to increase organizational visibility and audience engagement.
 - Developed a content calendar to aid in scheduling posts and content, including weekly updates, to engage followers and expand the company's social media following.

CONTENT CREATOR/WRITER | Bullets and Band-aids (501c3) August 2021–September 2022

Wrote, edited, and published fictional stories to connect with the audience and share stories.

- Developed inspiring and influential narratives based on the challenges and triumphs of military veterans throughout their experiences in serving the United States of America.
 - Earned a promotion and increased responsibility as recognition for exceptional performance and work ethic.

Managed and mentored 7 junior writers while developing fascinating news articles for the “Chevron” Base newspaper. Served as the Social Media Manager for Marine Corps Recruit Depot San Diego and the Western Recruiting Region.

- Created and edited print & digital media content, including taking/editing/publishing photos, promoting events, and publishing stories.
 - Facilitated the production of high-quality, focused coverage of Marine Corps training, missions, and operations.
 - Increased followership of MCRD San Diego social media channels by 400%.

PROFESSIONAL RECOGNITION & AFFILIATIONS

Recipient of the Houstonian Staff Endowed Scholarship Fund | 2022

Recipient of the John W. Thomason, Jr. Endowed Scholarship Fund | 2021

Life member of the Veterans of Foreign Wars

Member of the Fraternal Order of the Eagles

Member of the Marine Corps Combat Correspondents Association