

Shelby Brown

PUBLIC RELATIONS AND COMMUNICATIONS

CONTACT INFORMATION



Shelbbrown557@gmail.com



(951) 455- 0883



www.linkedin.com/in/shelbybrown026



www.shelbybrown.info

WORK EXPERIENCE

CLIENT ASSISTANT

VetCare Pet Clinic | November 2025 to present

Support client-facing operations for mobile veterinary clinics across Southern California. Communicate clearly with clients, prepare accurate medical intake forms, assist with clinic operations and help maintain a professional and welcoming client experience.

SOCIAL MEDIA INTERN

College Moxie | May 2025 to August 2025

Developed and managed digital content to increase brand visibility and audience engagement. Monitored analytics, engaged with key audiences and supported social media and public relations campaigns promoting women's empowerment.

STUDENT ASSISTANT

California State University, Long Beach | March 2024 to June 2025

Coordinated event logistics and created communication materials promoting Environmental Health and Safety programs. Collaborated with campus departments, supported software implementation and used Excel, Word and Adobe Acrobat for tracking and reporting.

FRONT OF HOUSE, TEAM MEMBER

Chick- Fil- A | November 2022 to December 2023

Developed and managed digital content to increase brand visibility and audience engagement. Monitored analytics, engaged with key audiences and supported social media and PR campaigns promoting women's empowerment.

LEADERSHIP EXPERIENCE

VICE PRESIDENT OF MEMBERSHIP RECRUITMENT

Alpha Phi | November 2024 to November 2025

Led recruitment strategy, communications, and digital campaigns, **increasing membership by 44% and recruiting 60 new members**. Managed a **\$25,000 annual budget**, coordinated teams and committees and collaborated with university, alumni and international leadership.

PROFESSIONAL PROFILE

I am a public relations graduate with experience in strategic communication, social media, event planning and client relations. Through my work experience, I have learned how to professionally communicate with key audiences, work with various teams to ensure project success and turn ideas into successful results.

SKILLS

- Public Relations and Strategic Communication
- Social Media and Digital Content
- Brand Communication
- Recruitment and Audience Engagement
- Event Planning and Coordination
- Project Management
- Client and Stakeholder Relations
- Microsoft Office and Adobe Suite

AWARDS AND CERTIFICATES

Alpha Phi International

Top Recruiting Chapter at CSULB

Alpha Phi West Quadrant

Excellence in Increasing Recruitment Registration

Alpha Phi West Quadrant

Outstanding Marketing and Social Media

CSULB Center for Community Engagement

Certificate of Achievement

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Bachelor of Arts in Public Relations | May 2026

Hands-on coursework in social media campaigns, crisis communication, journalism, research and case studies. Developed and pitched a strategic campaign for a real client while applying communication and leadership skills through Alpha Phi recruitment leadership.