

Shelby Brown

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POSITIONS

Vice President of Membership Recruitment — Alpha Phi

November 2024- November 2025

- Directed recruitment strategy and communications to enhance organizational visibility and engagement.
- Managed and delegated responsibilities to officers and committees to ensure cohesive execution of initiatives.
- Served as liaison between the chapter, University administration, and Greek Life stakeholders, maintaining strong professional relationships.
- Increased membership by 44% through strategic outreach, targeted messaging, and audience engagement.
- Oversaw a \$25K annual budget, aligning financial resources with recruitment and branding objectives.
- Led end-to-end recruitment operations—outreach, interviews, onboarding—gaining 60 new members over the course of my term.
- Enhanced brand presence through consistent messaging and digital campaigns across social media platforms.
- Trained team members in communication, conflict resolution, and relationship management to support recruitment goals.
- Collaborated with Alpha Phi International Office, alumni, and executive leadership to ensure message alignment and organizational consistency.
- Analyzed recruitment and engagement data to refine communication strategies and improve conversion outcomes.
- Represented the organization at national conferences and leadership development programs to strengthen external partnerships.

SKILLS

Proficient in Microsoft Excel, Word, and Adobe Suite

Strong project management and organizational skills

Effective team collaboration and leadership

Excellent communication and interpersonal skills

Event planning and coordination

Time management and multitasking

Conflict Management

EDUCATION

California State University, Long Beach

CSULB— *Public Relations*

August 2022 - May 2026

Fourth-year Public Relations major at California State University, Long Beach, expected to graduate in May 2026. Through coursework and

hands-on experience, I have developed a strong foundation in strategic communication, media relations, crisis management, and digital marketing. My studies have enhanced my writing, research, and analytical skills, while my involvement in Alpha Phi as Vice President of Membership Recruitment has strengthened my leadership, collaboration, and brand communication abilities. I am eager to apply my academic knowledge and practical experience to dynamic public relations and communications roles.

Social Media Intern — *College Moxie*

Women's Empowerment Nonprofit Organization

May 2025- August 2025

- Developed and managed digital content to strengthen brand visibility and audience engagement.
- Monitored analytics to evaluate communication effectiveness and guide PR strategy.
- Engaged with key publics to foster community relationships and support organizational initiatives.
- Assisted in executing social media and PR campaigns promoting women's empowerment.

EXPERIENCE

VetCare Pet Clinic — Client Assistant

November 2025- Present

- Support client-facing operations for mobile veterinary clinics serving communities across Southern California.
- Assist in welcoming clients and contributing to a positive, professional experience by providing clear, friendly, and consistent communication.
- Help clients understand recommended vaccines and preventative care by translating basic medical information into accessible language.
- Accurately prepare medical intake forms for veterinarians, ensuring organized and reliable communication between clients and clinical staff.
- Support clinic operations by assisting with cashier duties and client flow during high-volume clinics.
- Contribute to the clinic's public image by reinforcing trust, professionalism, and approachability in every client interaction.

Environmental Health and Safety, CSULB — Student Assistant

March 2024 - June 2025

- Coordinated catering and logistics for departmental events to

ensure seamless execution.

- Led awareness initiatives to promote Environmental Health and Safety programs and internal safety rewards.
- Delivered ergonomic chair demonstrations and guided staff in selecting appropriate workstation equipment.
- Supported the rollout of Risk Safety Solutions software across the university.
- Collaborated with campus departments and personnel to advance safety initiatives and compliance efforts.
- Utilized Excel, Word, and Adobe Acrobat for data tracking, analysis, and reporting.
- Assisted in developing communication materials to strengthen engagement and visibility of EHS programs.
- Enhanced departmental organization and stakeholder communication through consistent outreach and follow-up.
- Strengthened interpersonal and professional communication skills through daily collaboration with university staff.

Chick-fil-A, Long Beach, CA — Front of House Team Member

November 2022- December 2023

- Adapted quickly to fast-paced operations and learned new responsibilities efficiently.
- Assisted guests, prepared orders, and ensured accuracy and speed under pressure.
- Developed strong time management skills by completing large, complex orders within minutes.
- Improved communication and conflict resolution abilities through direct customer service.
- Collaborated with team members to maintain quality, efficiency, and customer satisfaction.

The Sub Station, Riverside, CA — Team Member

June 2021- July 2022

- Took orders, prepared food, and maintained a clean and organized workspace.
- Supported daily operations and assisted management with tasks as needed.
- Provided input on marketing strategies, including expanding social media presence and targeting the college demographic.
- Contributed to improving overall efficiency and customer experience in a fast-paced environment.