

Shayla L. Gaither

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EDUCATION:

Albright College - Reading, Pennsylvania

Expected Graduation: May 2021

Bachelor of Arts in Business Administration and Communications: Track in Advertising and Public Relations

GPA: 3.96/4.0

TECHNICAL/NON-TECHNICAL SKILLS:

<ul style="list-style-type: none">• Leader• Persuasive• Confident	<ul style="list-style-type: none">• Microsoft PowerPoint, Word• Adobe Photoshop and Illustrator• iMovie and Final Cut Pro• Great Organizer	<ul style="list-style-type: none">• Management Skills• Canva• Problem-Solver
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WORK EXPERIENCE:

Merchandising Operations Intern: Dept 92 (Dry Grocery) | Walmart Corporation

June-August 2020

- Built five visuals in Tableau that identifies thousands of underserved customers, highlights over 700 stores that are not capturing the full customer and provides direction for users to rectify assortment that caters to the total customer.
- Created a tool that will be used throughout Packaged Food to bring dollars back to the business.

Social Media Director | United Spinal Association Greater Philadelphia Chapter

September 2017 - Present

- Create professional promotional materials such as eye-catching graphics, flyers, and posters for community events.
- Oversee and report audience analytics on the organization's Facebook, Instagram, and Twitter page to create engaging social media posts.
- Leads the Social Media and Communications Committee by organizing monthly meetings, sharing reports, and designating tasks.

CX Care Operations Intern | Comcast NBC Universal-Philadelphia, Pennsylvania

May-August 2019

- Supported a performance management platform called Xchange, coordinated projects, and inputted creative ideas, which increased Care Retention, Billing, and Sales agent engagement.
- Worked in a group and developed a proposal to improve Comcast's Identity Theft application process.

PROJECTS/RESEARCH:

Videographer and Speaker | Lights! Camera! Access! Disability Expression

April and May 2020

- Comprised a vibrant video out of candid footage for the LCA organization that described her brand as effervescence.
- Advised on a panel and explained to 50 media enthusiasts how to express their brand in video format.

VOLUNTEER EXPERIENCE:

Email Marketer | Sit & Stitch Club

August 2018-August 2019

- Proficiently used MailChimp to send thematic emails to all members of the club twice a month.

LEADERSHIP/ORGANIZATION:

Member | AAPD Fannie Lou Hamer Leadership Program

Spring-Fall 2020

- Chosen out of hundreds of applications to create a three-month campaign to increase voter registration for African Americans and the disability community by the election in November 2020.

The Campus Compact Newman Civic Fellowship 2020-Present

March

- Nominated by Albright College's President, Dr. Fetrow, to join a cohort of college activists and change-makers. The Fellowship encourages young leaders with informational training and networking events.

ACTIVITIES/ AWARDS:

Scholarship Winner | Toyota and Philly Ad Club "Philly Future"

May 2019

- Earned a \$10,000 scholarship for students who represent the future of advertising and communications in Philadelphia.