

**Shane Brennan Black**

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My passion for university communication and experience in higher education make me a perfect candidate to contribute and thrive in an ever-changing collegiate athletic environment.

Supporting student-athletes during their formative years is the cornerstone of a cohesive and successful athletic department. My passion for storytelling and digital marketing, coupled with my strong work ethic and, most importantly, my eagerness to learn, make me a valuable asset to any athletic department.

My roles as a Graduate Assistant for Seton Hall University and a Communications Intern at Princeton University have prepared me to learn the ins and outs of a university brand and translate that knowledge for public consumption. I have gained valuable experience crafting engaging content for internal and external communications, writing news stories, creating newsletters, and assisting with event coordination to promote university initiatives. Additionally, I supported faculty and staff with research and administrative tasks, helping to ensure the smooth operation of communication projects across campus.

As a graduate with a Bachelor of Arts in Journalism and Media Communication and a current Communication and Digital Media master's candidate, I have acquired a strong foundation in the principles of AP standards, digital media, and graphic design. My coursework has equipped me with knowledge in social media management, email marketing, and SEO optimization. Moreover, through five years of freelance writing work, I have honed my skills in broadcasting an organization's brand and core values to the public in an easily digestible manner while adapting to work non-traditional hours.

One of my most significant achievements in the digital realm was the growth of The Hook'Em Horns Show YouTube channel to 1,400 subscribers. As a co-founder of the channel, this experience showcases my knack for building a dedicated audience and underscores my capacity to collaborate effectively within a team to achieve shared objectives.

I am excited about the prospect of discussing how my background, skills, and aspirations align with the objectives of a modern athletic department. I am available for further discussion at (941) 356-1955 or via email at [sbblack13@gmail.com](mailto:sbblack13@gmail.com).

Best regards,

Shane Brennan Black