

SHELBY HERLING

✉ shelbyherling@icloud.com

☎ +1 (631) 747-2400

🌐 www.linkedin.com/in/shelbyherling
www.in-a-nutshel.com

EDUCATION **NEW YORK UNIVERSITY**

B.A., English and American Literature (Creative Writing)
AEPi, VP of Philanthropy & Mental Health Chair

SKILLS

- Adobe Creative Cloud
 - Blog Writing
 - Canva
 - Copywriting
 - Digital Marketing Content
 - Editing and Proofreading
 - Email Marketing
 - Marketing Campaigns
 - Media Research
 - Public Relations
 - Retail Sales and Merchandising
 - Search Engine Optimization (SEO)
-

EXPERIENCE

RETAIL SALES ASSOCIATE

Kate & Hale

August 2023 - Present

- Efficiently oversee store operations, including inventory management, POS systems, and sales tracking.
- Demonstrate expertise in all aspects of retail operations and possess in-depth product knowledge.
- Provide valuable input during buying sessions to enhance merchandise offerings and keep up with industry trends.
- Interact with customers to grasp their needs and preferences, assisting in choosing products.

CONTRACT COPYWRITER

Equinox

December 2023 - March 2024

- Created unique in-app content for 315 fitness studios using data supplied by gym managers.
- Employed project management tools during content creation, editing, and delivery.
- Revised the copy to enhance message clarity, coherence, grammar, and tone.
- Successfully oversaw and finalized the project independently from inception to completion.

PUBLIC RELATIONS INTERN

JONESWORKS

January 2023 - April 2023

- In charge of distributing industry updates to the entire company, including client updates and market trends.
- Tracked media coverage for Consumer and Lifestyle clients and prepared monthly reports.
- Created media lists and maintained editorial contacts through audits.
- Worked closely with account executives on print, digital, and broadcast media prospects.

COPYWRITER INTERN

Publishers Clearing House

May 2022 - January 2023

- Created precise, SEO-focused, and grammatically accurate copy for email marketing campaigns, ensuring alignment with the brand's voice under strict time constraints, and obtaining legal clearance.
 - Proposed and shared content concepts tailored to specific audiences and data during strategic meetings.
 - Examined over 20 proofs daily for all content on digital platforms.
 - Collaborated with the graphic design team daily.
-

VOLUNTEERING

Conversation Partner for Ukranian Youth
ENGIN Program

April 2024 - Present