



SHEA LENNIGER

WRITER, VISUAL/DIGITAL
ARTIST, CONTENT
CREATOR

PROFESSIONAL SUMMARY

Experienced writer with a demonstrated history of working in the digital media industry. Began as a student journalist for USC Annenberg's various media outlets, and later gained valuable writing, reporting, and content creation experience through internships at Yahoo Entertainment and Billboard Magazine.

SKILLS

- Technical: Microsoft Office Suite and Mac Platforms, Adobe Photoshop, Premiere Pro, Lightroom, WordPress, Drupal
- Social Media: Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Loomly, Hootsuite
- Hobbies: Musician (Guitar, Piano, Ukulele), Running, Photography, Film, Travel, YouTube, Blogging, Writing
- Languages: Native English, Intermediate Spanish, Beginner Italian

CONTACT INFORMATION

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EDUCATION

University of Southern California

Bachelor of Arts in Communication, 2018

- Minor in Cinematic Arts
- Graduated Cum Laude in December 2018

CAREER SUMMARY

Freelance Writer/Content Creator

Self-Employed | December 2018 – Present

- Produces written copy for clients in lifestyle, beauty, fashion and entrepreneurial industries
- Uses Adobe Premiere Pro to edit video content for YouTube clients
- Utilizes best SEO strategies to market personal lifestyle blog, growing YouTube channel, and portrait photography Instagram

Editorial Intern

Billboard Magazine | September 2018 – December 2018

- Wrote and published 3-6 articles daily about new artists, upcoming music releases, industry events & news
- Interviewed artists and music industry professionals for Billboard podcasts and red carpet/concert/awards coverage
- Coordinated with PR representatives for press releases, event coverage, and industry news releases
- Transcribed pre-recorded interviews for writers from both New York and LA offices

Social Media Coordinator

The Vinetta Project | May 2018 – August 2018

- Worked remotely on social media scheduling to design daily posts on Photoshop and Canva for Twitter, Facebook, and Instagram
- Studied Instagram analytics and tracked user engagement, attracted new followers, explored competitors' tactics
- Researched various female entrepreneurs to interview for articles

Entertainment Media Intern

Yahoo! Entertainment | June 2017 – December 2017

- Managed Yahoo Entertainment's social media pages, created post schedules for Instagram, Twitter, Facebook, studied data analytics
- Produced short form video content for social media platforms
- Pitched social media content strategies during team meetings
- Gathered research and conducted interviews for feature stories published on Yahoo Entertainment's website
- Directed 3 live shows/interviews from the control room at Yahoo Studios in Playa Vista

Student Writer/Reporter

Annenberg Media Center | September 2015 – December 2017

- Interviewed various musicians and reviewed concerts of Cody Simpson, Charlie Puth and Russian DJ Arty
- Arranged and conducted an interview with Brandon Jenner at his album release party for "Burning Ground"
- Covered Entertainment Weekly's Pop Fest 2016 and published article summarizing iconic moments from the event