

Shaina Francis

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EDUCATION

M.S. Public Interest Media Communication 2024

- Florida State University
- 4.0 GPA
- Digital Video Production Certificate
- Project Management Certificate

B.S. Communications and Digital Media Studies 2023

- Florida State University
- Political Science Double Major
- Iberian Studies Minor
- Garnet & Gold Scholar Society

PROFESSIONAL EXPERIENCE

Welcome.US

Digital Communications Intern

June 2024 - Present

- Digital content creation for web and social platforms with an audience size of over 40,000 individuals.
- Inspired 7% follower growth over a 3-month period and 4% average social engagement rate increase.
- Strategy development and content management for nonprofit audience advocating for humanitarian sponsorship.

The Capitolist

Newswriting Intern

May 2024 - Present

- Writing and curating articles with a nonpartisan viewpoint to report on current events in Florida Capitol politics.
- Expertise in coverage of a wide-range of political topics including legislation, judicial proceedings, and financial state.

International Rescue Committee

Communications Intern, Resettlement Intern (20 hours/week)

Jan 2023 - May 2024

- Create engaging content for Florida regional social media platforms for an international nonprofit organization.
- Website reconstruction, editing, and improvement of written materials on web pages, ensuring accuracy and relevance.

ACADEMIC EXPERIENCE

Florida State University

Graduate Teaching Assistant

June 2024 - Present

- Managing and facilitating instruction for 25 students in Diversity & Justice, and Writing Media Criticism.
- Maintaining clear and consistent streams of communication to ensure fairness and skill in grading and responsibilities.

School of Communication Director's Ambassadors

Podcast Social Media Team

August 2023 - Present

- Social media coordination and content production for Florida State University's School of Communication podcast.
- Creation of engaging social media content to promote media and curate a school identity.

After They Arrive

Co-Founder/Vice-President

January 2023 - May 2024

- Founded and introduced a university-registered service organization to assist the refugee population in Tallahassee.
- Developed the organization's mission, vision, leadership, and goals to promote service projects and volunteerism.

HerCampus

Staff Writer

Aug. 2023 - Dec. 2023

- Specialized in cultural, collegiate, and personal topics, producing high-quality articles for an elite-level chapter.
- Extensive topical research skills use, and an ability to quickly produce relevant and informative writing.

Delta Zeta Sorority

New Member Education Assistant/ Alumni Relations Chair

Aug. 2020 - Jan. 2023

- Lead a mentorship program for new members through weekly meetings and development skills.
- Creating and maintaining relationships with alumni through programming and newsletters.

SKILLS

- Advanced-Level Spanish (Spoken and Written)
- Graphic Design, Photo and Video Editing (Photoshop, Lightroom, Premiere Pro, Canva)
- Project Management Systems and Application
- Digital Content Development
- Social Media Management (Instagram, Twitter, Facebook, X, LinkedIn)
- Agile Project Management
- KPI Analytics Reporting
- Content Management System Operations (CMS)