

Timothy J. Shaw

shaw.timothyj@gmail.com

484-866-0415

@shawtimothyj

Experience

Public Relations Intern

April 2014–Present

Edelman Public Relations, Los Angeles, CA

- Activate stakeholders to participate in policy discussion and provide lobbying support
- Manage website content, including improved navigation and a new 15-month editorial calendar for blog content
- Attract partners through direct pitch presentation to nonprofit boards

Community Outreach Consultant

Jan 2014–April 2014

Vivint, Provo, UT

- Created trust strategies based on initiating collaboration with key opinion leaders
- Designed campaign messages and visuals based on social media data from Nuvi
- Edited the work of six writers for final draft of product launch guide
- Demonstrated creative presentation skills by scripting proposal and leading team in narrative delivery

Account Executive

Sept 2013–Dec 2013

TigerLight (through BYU research consultancy), Provo, UT

- Conducted focus group, created a survey instrument, analyzed quantitative data and synthesized findings with secondary market research
- Prepared executive summary, presented insights from 50 pages of research findings

Account Coordinator

Sept 2013–Dec 2013

Bradley Public Relations, Provo, UT

- Developed content for social media “playbook”—a library of best practices for corporate clients—including strategy breakdown, ROI analysis and training videos

Personal Banker, Lead Teller

Nov 2010–April 2014

Wells Fargo Bank, N.A., Provo, UT

- Guided tellers through detail-oriented processes, ensuring compliance with company policy and regulating transactions that involve potential risks
- Deepened customer relationships by proactively uncovering needs and pitching suitable solutions
- Coached tellers on language and behaviors that earn trust and loyalty

Education

Brigham Young University: Bachelor of Arts

Jan 2012–Aug 2014

Communications: Public Relations Emphasis

Business Management Minor

- *PRWeek* consistently ranks BYU PR among the top five programs in the nation

Skills

- Spanish fluency – two-year volunteer mission for LDS Church
- Wordpress proficiency – BYU News Writing: Comms 321
- Financial literacy – three years consumer banking, BYU Principles of Accounting (Acc 200), Principles of Finance (Fin 201) and Marketing Management (BusM 241)