

Erica L. Shook

EDUCATION

Marshall University, Huntington, W.Va.

Graduated: May '09

Masters of Journalism; Emphasis: Public Relations

Overall GPA: 3.55

The University of Findlay, Findlay, Ohio

Graduated: May '07

Bachelor of Science; Major: Business Management and Sports Management

Minor: Interpersonal/Public Communications

Overall GPA: 3.74; Business GPA: 3.79

Scholarships received: UF Tuition Scholarship ('03-07), UF President's Scholarship ('03-07), Endowment Macklin Scholarship ('06-07), Endowment Huffman Scholarship ('06-07), Shiv K. Gupta Business Scholarship ('06-07), Endowment J.E. Burson Scholarship ('06-07), Endowment Grimm Scholarship ('06-07), and Endowment Scholarship Donnell Leadership ('05-06)

Awards received: Outstanding Student in Marketing in the College of Business ('07); Graduated as a Magna Cum Laude honor student

SKILLS

- Self-starter, enthusiastic and profit-oriented;
- Highly motivated, goal-oriented, and possess leadership skills;
- Excellent written and interpersonal communication skills;
- Well-organized, resourceful, and capable to supervise individuals;
- Responsible, task-oriented, and ability to meet deadlines; and
- Proficient in Microsoft Office, Adobe InDesign and Adobe Photoshop

EMPLOYMENT

- Marshall University, Huntington, W.Va. July '07- June '09
Sports Information Department Graduate Assistant
- Beitler Painting, Forest, Ohio May '03 - August '03,
May '04 - July '07
Assistant Painter
- PM Jets/Pure Moxie, LLC, Ottawa, Ohio January '07 - May '07
*Affinity Group Marketing Department Manager and Coordinator and Supervisor of
Research and Development Internships*
- University of Findlay, Findlay, Ohio January '07 - May '07
Academic Tracking Program Supervisor
- Boston Celtics, Boston, Mass. May '06 - August '06
Media Relations Summer Intern
- University of Findlay, Findlay Ohio January '06 - May '06
Sports Information Department Intern
- Riverdale Junior High, Mt. Blanchard, Ohio October '04 - February '06
Eighth grade Head Coach
- Riverdale High School, Mt. Blanchard, Ohio August '03 - March '04
Varsity Assistant Coach & Assistant to Athletic Director

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ORGANIZATIONS

- University of Findlay Marketing Club August 2005 – May 2007
President and Secretary
- University of Findlay S.I.F.E. (Students In Free Enterprise) August 2005 – May 2006
Secretary
- Wyandot County Shepherds (4-H club) September 1994 – May 2004
Vice President and Secretary

VOLUNTEER ACTIVITIES

- Salvation Army Angel Tree Donator 1995-Present
- Toys for Tots at the University of Findlay 2006
- Second graders with disabilities at Riverdale Elementary School 2005
- Christmas on Campus at the University of Findlay 2005

Additional Information on Business Organization Activities at the University of Findlay Marketing Club

1. **PRESIDENCY**— During my one year term as the Marketing Club president, I kept the members on task for their projects and during meetings, as well as overlooked projects in progress, created weekly meeting agendas, found and introduced new projects.
2. **RECRUITMENT WEEK** — To begin recruitment week, I contacted each of the six business organization's president and advisor and provided each club with a list of business classes to choose from. Then I proceed to formulate a schedule for each club's participating members so nobody duplicated classes. For one week, other organization members and I provided the business students with detailed information on each of the six campus business organizations' time, place, mission statement, activities, contact information, and concluded by answering any questions. This was a successful concept because there was a total of 93 students interested among the various business clubs.
3. **PURE MOXIE** (Pure Moxie Intern for fall 2006 and spring 2007) — I was the liaison for this project, which meant I was the project chair and kept the committee up-to-date. For this project, we helped a local business, Pure Moxie, create advertisement possibilities and assisted the CEO with any additional tasks he may have needed.
4. **ADDITIONAL PROJECTS**
 - Celtics Fundraiser
 - Etiquette Dinner
 - HATS Project
 - Deck the Trees
 - University of Findlay College of Business Web site and brochure
 - Toys for Tots
 - Organizational Fair

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S.I.F.E. (Students in Free Enterprise)

1. **SIFE REGIONAL COMPETITION** — In March 2006, I took part in the annual SIFE Regional Competition, where we earned the title of Regional Champions. My roles included being one out of the six presenters and assisted with SIFE's annual report, which is a document that presented our yearly projects' information.
2. **BUSINESS ADVISORY BOARD** — The business advisory board involved contacting community business owners and asking if they would be interested in being a part of our organization. Expectations of all the business owners were to help the members with references, give input on our projects, and be available to speak to university students. I personally recruited three members of the eight total SIFE business advisory board members.
3. **ADDITIONAL PROJECT**— I also set-up a luncheon for the eight business advisory board members to personally discuss their participation with SIFE. The tasks I performed were creating the invitations, sending the invitations, keeping track of the RSVPs, creating the presentation, follow-up phone calls, writing and sending the thank-you notes. This luncheon was also to show our appreciation and answer any questions these business owners might have for our organization and/or being on the board.

Additional Information on Tasks Performed During Specific Employment

Marshall University—Sports Information Department Graduate Assistant—July 2007 to present

- Examples of particular tasks I perform on a daily basis:
 - Answering e-mail requests from the media and the women's soccer and women's tennis coaches
 - Working in advance on season flip cards and notes for matches
 - Update the official Marshall Athletics Web site, Herdzone.com, for the women's soccer and women's tennis teams
- Additional tasks I completed during my two-year assistantship included:
 - Designed the covers and inside layout for the 2007 and 2008 media guides for both women's soccer and women's tennis squads
 - Updated biographies and statistics for the 2007 and 2008 media guides for both women's soccer and women's tennis teams
 - Designed the 2007 and 2008 posters for the women's soccer and women's tennis squads
 - Scheduled dates and times for headshots to be taken before each season for the women's soccer and women's tennis teams
 - Designed and updated match flip cards for the 2007 and 2008 women's soccer and women's tennis seasons
 - Set-up radio interviews for the women's tennis squads
 - Contacted the media for feature stories for both the women's soccer and women's tennis teams
 - Worked all the football, men's and women's basketball home games during the 2007-08 and 2008-09 seasons
 - Formulated news press releases for both women's soccer and women's tennis squads
 - News press releases included event previews and recaps, any new additions to the roster, and special announcements, which were e-mailed to the media via a list-serv
 - Contacted university photographers to attend both women's soccer and women's tennis matches

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Boston Celtics—Media Relations Intern—May 2006 to August 2006

- Examples of particular tasks I performed on a daily basis:
 - Answered and returned phone calls
 - Prepared daily Celtics article clippings
- Additional tasks I took part in during the internship included:
 - Helped with the 2006-2007 Media Guide
 - Updated player profiles
 - Assisted with press releases
 - Compiled the 2006 summer league guide
 - Gathered research on potential draft picks
 - Assisted at press conferences and special events
 - Critiqued the Celtics website and made sure all the information was up-to-date
 - Organized the Media Relations file room
 - Prepared the media information, registered the media, and recorded quotes to be documented for the 2006 NBA draft
 - Performed tasks for the first ever Celtics dance auditions through:
 - Organized paperwork and supplies
 - Returned phone calls
 - Made sure the judges and media were satisfied
- Addition to my summer internship with the Celtics, I worked game nights during the 2006-07 season doing the following:
 - Documented quotes
 - Distributed game statistics to the media after each quarter
 - Handed out press passes at the press gate

University of Findlay—Academic Tracking Program Supervisor— January '07 - May '07

- The academic tracking program was a new idea, which was introduced by the University of Findlay Athletic Director as a trial basis with 12 athletes.
 - The mission was to confidentially monitor student-athlete's progress in class participation and homework assignments through weekly or biweekly meetings depending upon the athlete's continued progress.
- Tasks involved during this employment included:
 - Organized half hour to one hour meetings with each of the 12 athletes
 - Designed a session schedule, which included keeping track of unexcused and excused absences
 - Constructed a weekly commitment checklist for each athlete to follow between meetings that was intended to monitor what hours were utilized doing the following:
 - Required Activities
 - Classes
 - Eating
 - Sleeping
 - Athletic practice
 - Athletic competition
 - Job
 - Possible Requirements
 - Church/Community
 - Commuting

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- Leisure Activities
 - Social events
 - Dating
 - Hobbies
 - College organizations
- Other Activities
 - Television
 - Computer time
 - Personal time
- Out of 168 hours a week, each hour of the above activities were deducted
- If the athletes were not prioritizing tasks wisely, each were asked to change their routine
 - The weekly study schedule was used to fill out the weekly commitment chart during each session
- Created a checklist to be utilized during the weekly meetings. The checklist material consisted of:
 1. Weekly study schedule
 - An excel sheet that included every thirty minutes of each day starting at 6 a.m. till 11:30 p.m.
 - Every time slot was to be filled with something like: sleeping, class, practice, studying, and etc.
 - This material was to help learn prioritizing and time management.
 2. Planner
 - Each athlete's planner included a daily and/or weekly calendar for assignments to be written down and crossed off when completed.
 - The planner was checked if assignments were written down or not.
 3. Books
 - Course books were brought if athletes needed help with assignments.
 4. Notes
 - Brought to be checked for accuracy, comprehension, and analysis
 5. Class attendance
 - Each athlete was asked how many classes they attended and did not attend.
 - Randomly, the athlete's professors were contacted to confirm attendance.
 6. Assignments
 - Based upon the syllabus, each athlete was asked if there were questions on any assignments, as well if turned in on time.
 7. Exams
 - Study plans were written and planned for student-athletes to follow in advance.
 8. Grades
 - After each assignment and exam, student-athletes were asked to produce the materials to be reviewed for improvement.
 9. Commitment chart
 - Out of 168 hours a week, each hour of required activities, possible requirements, leisure activities, and other activities were deducted.
 - If the athletes were not prioritizing tasks wisely, each was asked to change their routine.
 10. Overall mark
 - A plus or minus was used to rate the student-athlete's progress for the overall session and weekly improvement.

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11. Additional comments

- Any comments the student-athletes and I discussed or should be discussed with their coach were noted.
- Each checklist material was given a plus or minus depending on the athlete's progress for the week
 - A plus meant they achieved satisfaction and a minus meant they didn't not reach potential
- Overall, the athletic director was satisfied with my development of a new program to assist student-athletes who struggle with juggling sports and academics.
- However, the program was not created as a permanent program because the funds were not available.

University of Findlay—Sports Information Department Intern— January '06 - May '06

- Particular examples of tasks were:
 - Updated the University of Findlay football media guide
 - Created rosters for the University of Findlay spring sports
 - Worked with the 2006 National Wrestling Championship hosted by the University of Findlay

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REFERENCES

PROFESSIONAL

Mr. Randy Burnside
Assistant Athletic Director for Media Relations
Marshall University
1801 Third Ave.
Huntington, WV 25703
(304) 696-4660; burnsid2@marshall.edu

Mr. Jeffery Twiss
VP Media Relations/Alumni Relations
Boston Celtics
226 Causeway Street, Fourth Floor
Boston, MA 02114
(617) 854-8095; jtwiss@celtics.com

Mr. Steven Rackley
Director of Athletics
The University of Findlay
1000 North Main Street
Findlay, OH 45840
(419) 434-4651; rackley@findlay.edu

EDUCATIONAL

Dr. Christopher Swindell
Broadcast Journalism Professor
Marshall University
One John Marshall Drive
Huntington, WV 25755
(304) 696-2729; swindell@marshall.edu

Professor Terry Hapney
Assistant Public Relations Professor
Marshall University
One John Marshall Drive
Huntington, WV 25755
(304) 696-2735; hapney@marshall.edu

Dr. Chris Ward
Assistant Professor of Business and
Marketing Club Advisor
The University of Findlay
1000 North Main Street
Findlay, OH 458540
(419) 434-4310; cward@findlay.edu

PERSONAL

Mrs. Ashley Dunbar
Territory Manager
Western District Brand Marketing
Marathon Oil Company
8567 Warner Rd
Plain City, OH 43064
(614) 562-1927; ANDunbar@MarathonOil.com

Mr. Robert Beitler
Professional Painter
Self-Employed
607 South Gormley Street
Forest, OH 45843
(419) 273-2192