

Shawn Sloan

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Community Liaison Officer II

Department of Public Works, Baltimore, MD

September 2025- Present

- Supported residents in Districts 7 and 11 by attending community meetings and events to address trash, recycling, and other DPW concerns, ensuring quick communication and follow-up.
- Helped new residents get their recycling and trash cans and assisted with replacements for lost or stolen ones while tracking 311 requests and connecting them to the right department.
- Worked with City Council members and local partners to boost awareness through tabling, campaigns, and outreach on topics like proper recycling and keeping grease out of drains and maintaining our pipes as residents.

Guest Services & Hospitality Ambassador

Baltimore Ravens (NFL), Baltimore, MD

July 2024 - Present

- Acted as frontline representative resolving fan issues, ensuring ADA compliance, and enforcing codes of conduct with diplomacy.
- Spearheaded internal engagement strategies through the Rewards & Recreation Committee to enhance team culture and morale, while providing wayfinding and service updates to thousands of guests, ensuring accessible and equitable fan experiences.

Street Team Sports Photography Member

Koa Sports League, Rockville, MD

April 2025 - October 2025

- Captured high-quality action photos across a range of youth sports including Field Hockey, Baseball, Basketball, Soccer, and more during summer programs and events.
- Maintained organized photo archives and contributed visual content for Koa Sports' social media and marketing materials.

DPW Education & Volunteerism Associate

AmeriCorps Vista, Baltimore, MD

August 2024 - August 2025

- Researched community needs through surveys and focus groups to shape grant proposals and citywide initiatives.
- Designed outreach materials connecting residents and stakeholders to recycling, waste reduction, and environmental programs.
- Delivered engaging presentations across schools and faith based institutions, building grassroots support for DPW initiatives.
- Compiled and managed data for the Eco Warrior program, encouraging school recycling and participation throughout school year

Public Affairs & Communications Associate

Eskenazi Health, Indianapolis, IN

February 2024 - July 2024

- Managed end-to-end media coverage for press events, writing official announcements and coordinating public relations logistics.
- Created human-centered stories on healthcare professionals, strengthening brand trust and public connection.
- Recorded, edited, and distributed media content across digital platforms and news outlets.

Consultant

Department of Advertising, Champaign, IL

January 2023 - May 2025

- Advised organizations on branding, media messaging, and visual content for diverse audiences.
- Managed project teams, client communication, and follow-through for large-scale brand campaigns.

Live Production Assistant

Fighting Illini Productions (NCAA), Champaign, IL

August 2023 - May 2024

- Programmed live production systems to enhance in-game visuals and replays.

- Operated the soccer scoreboard for live StudentU broadcasts on Big Ten Network.
- Captured live sports coverage across multiple Illinois Athletics events.
- Contributed to the production of the Women's National Invitation Tournament at Illinois.

Brand Ambassador Marketing Associate

Big Ten Network (NCAA), Champaign, IL

August 2023 - May 2024

- Promoted brand engagement through on-site activations at sporting events.
- Managed interactive experiences at over 30 university sporting events.
- Connected with fans through merchandise giveaways and brand storytelling.
- Presented marketing strategy recommendations for future Big Ten Network initiatives.

Community Engagement Member

Chicago Sky (WNBA), Chicago, IL

May 2023 - August 2023

- Orchestrated 50/50 raffle operations, securing over \$4,000 in charitable donations.
- Boosted merchandise sales by 60% through strategic product promotion.
- Coordinated a wheelchair basketball charity event to raise awareness for adaptive sports.
- Assembled giveaway packages for outreach events, enhancing fan engagement.

Communications Specialist

Motorola Solutions Communications, Champaign, IL

March 2021 – August 2022

- Developed and executed strategic social media content plans to enhance brand visibility, audience engagement, and digital growth across platforms.
- Produced high-impact visual and written content by capturing live events and transforming key moments into compelling digital narratives.
- Conducted and synthesized executive and stakeholder interviews into promotional materials that supported organizational branding and recruitment efforts.
- Led the concept development and design of an interactive web experience showcasing the convergence of music, innovation, and engineering, enhancing audience education and engagement.

EDUCATION

University Of Illinois Urbana - Champaign

Bachelor of Science in Journalism, Double Minor in Communications and Public Relations

Masters of Science in Strategic Brand Communications