

# Shawn Sloan

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## *Guest Services & Hospitality Ambassador*

### **Baltimore Ravens**, Baltimore, MD

July 2024 - Present .

- Assisted stadium partners when needed or as applicable / service recovery.
- Responded to guest inquiries, suggestions, and complaints during an event (i.e., ticketing issues, seat relocations)
- Assisted guests with directions, event information, and stadium information.
- Assisted with our Designated Driver program, First Game Certificate distribution and mobile ordering at concession locations.
- Monitored guests for Fan Code of Conduct compliance & ADA seat locations ensuring that the correct fans are in the right seats

## *Public Affairs & Communications Intern*

### **Eskenazi Health**, Indianapolis, IN

June 2024- July 2024

- Managed press releases and engagement from press conferences
- Wrote feature stories on doctors journey
- Recorded press conferences and edited content
- Wrote articles to enhance the website
- Communicated with stakeholders and engaged in media planning meetings

## *Student Consultant*

### **Brand Consultant**, Champaign, IL

January 2023 - Present

- Initiated a social calendar for organizations to plan content for their brand.
- Guided around 12 Champaign-Urbana organizations with their communications and advertising strategies.
- Managed 20 student consultants and scheduled meetings with clients along with follow-up emails.
- edited content for 5 social media managers with content creation and editing(Premiere, Lightroom, Audition, & Photoshop)

## *Live Production Student Assistant*

### **Fighting Illini Productions**, Champaign, IL

August 2023 - May 2024

- Developed programming skills in live production using Tricaster & Xpression for player introductions, crowd psych-ups, and replay system in a fast paced environment.
- Operated the soccer scoreboard for the StudentU live broadcast on BTN.
- Assisted in live production for 30 Illinois Athletics sporting events, including camera operation, lighting, and sound.
- Production for Women's National Invitation Tournament at Illinois

## *Brand Ambassador Marketing Intern*

### **Big Ten Network**, Champaign, IL

August 2023 - May 2024

- Represented BTN by managing and marketing on-site activations at sporting events, on-campus events, & BTN specific events.
- Activated at 30+ sporting events & Big Ten Tailgate at the University of Illinois
- Engaged with fans by providing merch (hats, shirts, and stickers) and free photography with backdrop
- Created an marketing strategy presentation for future BTN events across the United States

## *Community Engagement Member*

### **Chicago Sky**, Chicago, IL

May 2023 - August 2023

- Spearheaded the seamless operation of the 50/50 raffle to raise 4k+ in donations
- Raised 2k+ by selling retro jerseys & merch at all Chicago Sky home games.
- Organized a charity wheelchair basketball event with Chicago Adaptive Sports to increase awareness of adaptive sports
- Orchestrated the assembly of giveaway merch (shirts, wristbands, tickets, clothes) for community events at locations
- engaged with various organizations through phone calls, email, and zoom meetings to collaborate with the Sky

## *Athletics Communications Assistant*

### **Illinois Athletics Communications**, Champaign, IL

August 2022 - March 2023

- Managed stats in the press box for Basketball & Football, and printed final books for press conferences.
- Facilitated substitutions for Illinois Soccer in the press box for BTN and updated bios for 3 Illinois Baseball athletes.

## *Communications Specialist*

### **Motorola Solutions Communications Intern**, Champaign, IL

May 2021 – August 2022

- Managed social media content through a social media calendar and increased Instagram following and engagement by 50%.
- Provided live updates and posted on Instagram during social events by creating captions, graphics, photography and editing.
- Conducted interviews with 14 interns and 5 executives and created promotional content for the organization.
- Created an interactive website, which focused on the connection between music and engineering.

## **EDUCATION**

### **University Of Illinois Urbana - Champaign**

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

May 2024

Masters of Science in Strategic Brand Communications

Dec 2025

