

Nicole “Nikki” Shotz

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EDUCATION

University of Georgia, Athens, GA || May 2022

MA: New Media || Major: Journalism || Certificate: Music Business || GPA: 3.47/4.0 || Zell Miller Scholarship Recipient

PROJECTS AND WORKS

Broadcast Reporter and Producer, **Grady Newsource**, Athens, GA

August 2021 - December 2021

- Interviewed public officials and created day-turn packages, VO/SOTs, RDRs and graphics with original reporting
- Wrote and edited scripts for individual reporters while responsible for recording and editing original videos
- Produced live broadcasts using Rundown Creator while pushing content on various social media platforms
- Worked under short and hard deadlines, maintained television presence and upheld uniformity
- Analyzed social media engagement and bounce rates

Photographer, **Free Lance**, Athens, GA

August 2017 - Present

- Photographing festivals and concerts for major artists such as The Main Squeeze, Betcha, Steve Dorff, and Champagne Lane
- Conducting promotional photoshoots for emerging artists' album releases and concert announcements to engage the fanbase through creative photos
- Enhancing communication abilities through interviewing artists and promoting them via social media and reports

Recording Artist, **Music Recording and Promotion**, Canton, GA

July 2014 - Present

- Wrote, recorded, produced, and published original music that was released on Spotify and iTunes
- Promoted music on social media through strategic posts, song teasers, video promotions, and audience engagement

ADDITIONAL EXPERIENCE

Bar Manager, **Saucehouse**, Athens, GA

June 2020 - Present

- Crafting various cocktails in a high pressure, high volume atmosphere
- Strengthening leadership abilities through recruiting and training new employees
- Improving and expanding social media outreach through the creation of unique cocktails and events to market on different platforms
- Upholding health and safety standards

Social Media Intern, **AirGigs**, Athens, GA

September 2020 - July 2021

- Created artistic graphics for playlists on social media
- Generated a list of artists for future promotions
- Utilized Excel to track artist payments and update information regarding recent song releases

LEADERSHIP AND INVOLVEMENT

Music Business Ambassador, **UGA Terry College of Business**, Athens, GA

August 2020 - Present

- Connecting students to the Athens Music scene
- Volunteering at concerts and festivals
- Coordinating music showcases for students

Member, **Order of Omega**, Athens, GA

November 2021- Present

- Honor society to network with Greek Life members that excel in leadership, scholarship, and volunteer work

External Philanthropy Chair, **Delta Phi Epsilon**, Athens, GA

September 2021 - Present

- Responsible for planning and executing philanthropic events and activities with other Greek organizations

Social Chair, **Delta Phi Epsilon**, Athens, GA

November 2018 - January 2020

- Responsible for planning and executing 36 events of 50-300 attendees
- Booked bands for date nights, semi/formal, and parents weekend

Member, **DiGamma Kappa Professional Broadcast Society**, Athens GA

August 2020 - Present

- Talking with industry experts about their experiences while expanding my network

Vice President of Morris Hall, **UGA Resident Housing Association**, Athens, GA

August 2018 - May 2019

- Planned and executed monthly events that encouraged residents to form close-knit relationships with each other