

**Shelbie Watts**

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**Education**

Texas State University- San Marcos, Texas Graduation Date: August 2013  
BBA, Mass Communication, Minor in English

**Experience**

**Praetorian Digital May 2017- Present Plano, Texas**

Editorial Assistant

Posted 10 daily first responder-focused news stories on both EMS1.com and FireRescue1.com.  
Created newsletters three times a week for both websites, as well as specialty newsletters.  
Maintained all social media pages for both websites.  
Executed the AP style of writing on a daily basis.  
Created original content, including explainers, listicles and quizzes, for a niche audience.

**Chive Media Group November 2013- May 2017 Austin, Texas**

Editor

Curated current and trending content to drive audience viewership.  
Wrote both editorial and informative articles based on the targeted market.  
Worked with a team of writers to brainstorm and keep creativity fresh.  
Kept log of views per article written and learned what works best.  
Created a weekly native ad post that creatively mixed in-house sales and client-purchased spots.  
Worked with sales team to create native ads purchased by clients.

**Texas Senate January 2013 - June 2013 Austin, Texas**

Intern for Senator Estes- Committee on Agriculture, Rural Affairs and Homeland Security

Compiled a monthly newsletter to be sent out to Sen. Estes' constituents about the happenings of the 2013 Legislative Session.  
Researched and analyzed bills, which included compiling information about them and presenting it to Sen. Estes in an organized manner.  
Regulated committee hearings; took up testimony cards and answered any questions that arose from the constituents or testifiers; distributed any handouts deemed necessary for a testimony to the senators.

**KTSW Radio August 2012-December 2012 San Marcos, Texas**

News Reporter

Researched in the community for interesting news stories.  
Developed and maintained relationships with community members.  
Wrote and prepared copy to be read on the air every evening.