

Shelby Georges

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shelbygeorges.journoportfolio.com

Work Experience

Content Writer, TourHero, July 2024 - March 2026

- AI-powered travel startup, reporting directly to Content Manager.
- Created traveler-facing itinerary web pages for tours around the world for content creators, graduate students, wellness practitioners, and more, including sourcing images and confirming usage rights, researching destinations, and confirming details with cross-department teammates and international tour operators.
- Created pre-departure information kits for travelers.
- Contributed to TourHero Magazine, the company's blog platform.
- Collaborated across multiple departments with team members based across the world, including North America, Europe, Asia, and South America.
- Maintained internal databases.

Freelance Writer, August 2018 - Present

- Freelance writing work for travel, lifestyle, pop culture, and modern wellness niches. Met 100% of deadlines set by clients, typically under expedited timelines.
- Expert knowledge of SEO best practices, writing alt text, and other web accessibility tools.
- Expert experience with content management systems.
- Blog writing, social media, professional document writing, company documentation, and live poetry writing for events (@shelbyanitawrites).

Content Assistant, Avoya Travel, March 2023 - July 2024

- Spearheaded creation of department best practices and style guide.
- Technical writing for company and agent reference resources and guides.
- Create informational pages for agents on travel agent search engines.
- Edit press releases, awards, social media & website content, marketing copy, and press kits.
- Developed content calendar strategy and workflow.
- Supported presentation creation and execution for conferences.

Technical Skills

Markup/Data Serialization - HTML, YAML, JSON.

AI Models/LLMs - ChatGPT Pro user, Claude Pro user, Jasper, Seamless, Perplexity

Content Management - ContentBox, WordPress, Hubspot CMS, in-house platforms.

Word Processing - Notepad++, GSuite, Microsoft Word and Excel, Apple Pages and Text Editor.

Social Media Management Software - Trello, Loomly, HootSuite, Later.

Education

Georgia Southern University

- Bachelor of Arts in History and Sociology
- Magna Cum Laude and University Honors Program graduate.

Valdosta State University

- Mediators Without Borders certification
- Family Mediation specialization.

Research Experience

Honor, Courage, Commitment: Navy Military Recruitment Strategies Post-Pearl Harbor

Presented at the Capstone Symposium in Statesboro, GA in May 2018

- Undergraduate thesis for the Georgia Southern University Honors Program.
- Analysis of the United States Navy's recruitment advertising post-Pearl Harbor with special consideration of sociological concepts and subsequent historical significance for media at large.

Reconstruction Education Versus Reconstructing Education: Developments Between Freedmen's Schools Curriculum and Today's Common Core Standards

Presented at the GSU Phi Kappa Phi conference in Statesboro, GA April 2016

- Comparative analysis of curriculum and standards of Freedmen's Schools and Georgia Common core.
- Completed as a part of a historical methods course under the direct supervision of the teaching professor.

Volunteer Experience

- **Year Up** – Interview prep, resume review, networking events, customer service simulation, and other professional development activities to enhance the professional development experience of current Year Up students.
- **Operation New Uniform** – Interview prep and resume review for transitioning veterans.
- **Magnolia Manor** – Senior living activity support, including facilitating games and events, spa days, library organization, and being a listening ear.
- **Saved by Grace Southeast Georgia** – Care package creation for unhoused youth and mothers.
- **NLG Certified Legal Observer** for protests, marches, and other mass action events.