

SHANI ROSEN

BROADCASTING & MEDIA BROADCAST JOURNALIST | RADIO HOST | AUDIO PRODUCER

262-344-0887 | shaniruthrosen@gmail.com | Broadcast Portfolio & Demo Reel: shanirosen.portfolial.com

PROFESSIONAL SUMMARY

Broadcast journalist and radio host with hands-on experience hosting live broadcasts, producing audio content, interviewing guests, and creating engaging digital media. Skilled in Adobe Audition, Axia iQ broadcast consoles, and professional broadcast equipment. Passionate about community storytelling, music, and creating meaningful content that informs, entertains, and connects audiences across radio, podcasting, and digital platforms.

WORK EXPERIENCE

- Anywhosies Podcast | Co-Host & Social Media Manager**

June 2026 – Present

 - Co-host weekly podcast episodes focused on entertainment, music, and storytelling while delivering engaging on-air discussions.
 - Collaborate on episode planning, production, and content strategy to create engaging weekly podcast episodes.
 - Design promotional graphics and social media content using Canva to increase audience engagement and podcast visibility.
 - Support podcast growth through audience outreach, digital promotion, and social media engagement.
- WSUW 91.7 FM THE EDGE Radio Host & Producer | Whitewater, WI**

September 2024 – May 2026

 - Hosted and produced weekly live radio broadcasts featuring music, audience interaction, and on-air storytelling.
 - Operated the Axia iQ broadcast console during live programming while ensuring smooth on-air transitions.
 - Conducted live guest interviews using professional broadcast equipment while maintaining engaging on-air conversations.
 - Produced and edited broadcast-ready audio using Adobe Audition.
 - Developed strong on-air communication, interviewing, and audience engagement skills while hosting live broadcasts.
- Arista Records College Marketing Representative**

August 2025 – May 2026

 - Executed artist marketing campaigns through social media, digital outreach, and campus promotional initiatives to increase audience engagement.
 - Increased artist visibility and audience engagement through targeted campus marketing initiatives.
 - Represented Arista Records as a campus ambassador by promoting artists, developing audiences, and increasing brand awareness.
 - Collaborated with Arista Records representatives and fellow campus marketers to support artist releases, promotional campaigns, and audience growth strategies.
- WCRX 88.1 FM CHICAGO'S UNDERGROUND Radio Broadcaster & Audio Producer**

June 2021 – May 2023

 - Hosted live radio programming while developing professional on-air communication and announcing skills.
 - Wrote, directed, and produced original audio drama programming for broadcast.
 - Supported live broadcast production and daily station operations.
 - Operated the Axia iQ broadcast console during live programming.
 - Produced and edited broadcast audio using Adobe Audition.

EDUCATION

- Bachelor of Arts in Journalism (Broadcast/Web/Print)| UW-Whitewater

May 2026

 - Dean's List Recipient (2022, 2025)

BROADCAST & TECHNICAL SKILLS

- | Broadcasting & Production | Software | Technology | Broadcast Equipment |
|---|---|---|---|
| <ul style="list-style-type: none">Live Radio HostingRadio ProductionAudio ProductionGuest InterviewingBroadcast Writing | <ul style="list-style-type: none">Adobe AuditionAdobe Premiere ProCapCutCanvaAudacity | <ul style="list-style-type: none">Google WorkspaceMicrosoft Office | <ul style="list-style-type: none">Axia iQ Broadcast ConsoleRE20 & Shure SM58 Microphones |

SHANI ROSEN

SOCIAL MEDIA MARKETER | CONTENT CREATOR

262-344-0887 | shaniruthrosen@gmail.com | Digital Portfolio: shanirosen.portfolial.com

PROFESSIONAL SUMMARY

Creative communications professional with hands-on experience developing social media campaigns, creating engaging digital content, analyzing performance metrics, and increasing audience engagement. Skilled in content creation, copywriting, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, and Audition), Canva, multimedia storytelling, and social media strategy. Combines creativity, strong communication skills, and broadcasting experience to produce compelling content that connects with audiences across digital platforms.

WORK EXPERIENCE

Anywhosies Podcast | Co-Host & Social Media Manager

June 2026 – Present

- Co-host weekly podcast episodes focused on entertainment, music, and storytelling while delivering engaging on-air discussions.
- Collaborate on episode planning, production, and content strategy to create engaging weekly podcast episodes.
- Design promotional graphics and social media content using Canva to increase audience engagement and podcast visibility.
- Support podcast growth through audience outreach, digital promotion, and social media engagement.

Arista Records College Marketing Representative

August 2025 – May 2026

- Executed artist marketing campaigns through social media, digital outreach, and campus promotional initiatives to increase artist visibility and audience engagement.
- Supported artist launches through targeted campus marketing initiatives and promotional events.
- Represented Arista Records as a campus ambassador by promoting artists and strengthening brand awareness through campus engagement.
- Collaborated with Arista Records representatives and fellow campus marketers to execute promotional campaigns supporting new artist releases.

No Shame On U | Social Media Intern

February 2025 – January 2026

- Created and scheduled engaging content across multiple social media platforms.
- Assisted with campaign planning and digital marketing initiatives to increase audience engagement.
- Monitored social media performance metrics and identified content trends.
- Supported brand awareness by creating engaging content and fostering audience engagement across social media platforms.

Herut North America | Social Media Intern

February 2024 – September 2024

- Developed and scheduled engaging social media content aligned with brand messaging.
- Supported digital marketing campaigns and promotional initiatives across social media platforms.
- Analyzed audience engagement and social media performance metrics to improve content effectiveness.
- Collaborated on content strategy to strengthen brand awareness and online engagement.

EDUCATION

Bachelor of Arts in Journalism (Broadcast/Web/Print) | UW-Whitewater

May 2026

- Dean's List Recipient (2022, 2025)

DIGITAL MARKETING & TECHNICAL SKILLS

Social Media

- Content Strategy
- Social Media Management
- Content Creation
- Copywriting
- Community Engagement
- Campaign Development
- Social Media Analytics

Creative Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Canva
- CapCut
- Adobe Audition
- ChatGPT

Analytics

- Performance Tracking
- Audience Insights
- Social Media Metrics

Technology

- Google Workspace
- Microsoft Office