

# Shane Connelly

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Current Address:  
818 Bellaire Ave., Apt. T220  
State College, PA 16801

Permanent Address:  
20 Gosselin Ave.  
Oceanport, NJ 07757

## EDUCATION

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The Pennsylvania State University  
Donald P. Bellisario College of Communications  
Major in Digital and Print Journalism, Minor in Psychology  
May 2021

## EXPERIENCE

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**The Daily Collegian** State College, PA  
*Digital Managing Editor* May 2020-May 2021

- Built plans for promoting social media content
- Oversaw presentation of all content
- Designed, reconstructed website using BLOX CMS

*Sports Editor* Aug. 2019-May 2020

- Managed a team of roughly 30 reporters
- Handled breaking news amid the coronavirus pandemic

*Reporter* Jan. 2018-May 2020

- Covered NCAA Lacrosse Championship

**Ross Tucker Media**  
*Brand Development Intern* Jan. 2021-May 2021

- Curated content to post on social media channels
- Grew audience on Instagram and Twitter
- Tracked analytics for engagement strategies

## ACTIVITIES

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**Penn State's Associated Press Sports Editors** Jan. 2019-May 2021

- Elected President for 2020-21 school year

## SKILLS

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- Proficient in Microsoft Office, Google and Adobe products
- Web design using BLOX CMS, WordPress
- Social media posting and scheduling, analytics tracking via native analytics/Google Analytics/third-party sources

## AWARDS

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**Rick Starr Award for Human-Centered Sports Journalism** 2020