

Shayna Kobrinetz

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EXPERIENCE

Social Media Intern

Feb. 2020 - Present

USC Athletics | Los Angeles, CA

- Working on the USC Athletics social team to engage a diverse fan base. Live coverage of Pac-12 Championships, March Madness. Developing the growth of Track & Field Instagram (20.9k+) and TikTok (117.9k+) accounts.
- Creating content across social platforms, writing articles for USCTrojans.com, covering live sporting events including cutting highlights and managing Instagram stories to provide unique in-game coverage, lead and train intern team of 6+.

Super Bowl LVI Social Media Command Center

Feb. 2022

Super Bowl LVI Host Committee + Los Angeles Sports and Entertainment Commission | Los Angeles, CA

- Enhance the Super Bowl experience for fans using social media to assist fans as they navigate the week's events.

Content Intern

June 2021 – December 2021

Wave Sports + Entertainment | Los Angeles, CA

- Assist with content operations, including tracking performance, partnership fulfillment and assisting in development of sports betting content.

Digital Content Development Student Staff

June 2019 - Sept. 2020

Swim with Mike Scholarship Foundation | Los Angeles, CA

- Planned large-scale fundraising event and coordinating student volunteers, as well as serving as a point of reference within the university, updating and managing website to communicate with staff and volunteers.

Teaching Assistant- Sports Journalism: Multi-Platform Storytelling

June 2019 - July 2019

USC Annenberg Summer Programs | Los Angeles, CA

- Coached students for on-camera reporting, editing articles and teaching proper journalistic styles, graded assignments for professors, and developed meaningful relationships with students and staff.

Communications and Marketing Intern

Aug. 2019 - May 2020

Birthright Israel Foundation | Los Angeles, CA

- Successfully advertise and recruit students to attend Birthright Israel summer and winter programs through USC Hillel, connecting with students and increasing engagement on campus through social media.

Communications Assistant and Overnight Counselor

June 2018 - Aug. 2018

URJ Six Points Sports Academy | Los Angeles, CA

- Created videos and newsletters for marketing and recruiting purposes, as well as engaging families and donors during the summer and off-season.

Community Journalism Scholar

June 2017 - July 2017

San Diego Union-Tribune | San Diego, CA

- Wrote articles, produced videos and shot photos for both print and online editions of the Union-Tribune.

EDUCATION

University of Southern California, *Annenberg School for Communication and Journalism*

Bachelor of Arts in Journalism, Minor in Sports Media Studies

Jan. 2019-May 2022

Master of Arts in Public Relations and Advertising

Aug. 2021-May 2023

- *Vice President of Communications*, USC Hillel; *Director of Community Initiatives*, USC Hillel; *Reporter*, Annenberg Media; *Volunteer*, USC Helenes; *General Member*, Annenberg Women's Leadership Society; *First Year Engagement Fellow*, Spring Admit Mentor, USC Hillel

HONORS

SCion Scholar: Competitive merit-based scholarship awarded by USC Alumni Association

Trojan League Associates of San Diego County Scholarship Recipient

USC Annenberg Dean's List

Phi Beta Kappa