



Liliana Shutt

COMMUNICATIONS & MARKETING

EXPERIENCE

SOCIAL MEDIA SPECIALIST - SUSQUEHANNA UNIVERSITY MARKETING COMMUNICATIONS OFFICE Susquehanna University | August 2023 - Present

- Create and manage content for the university's social media platforms to enhance engagement
- Analyze social media performance metrics to optimize content strategy audience reach
- Engage with students and faculty to create compelling content

STUDENT AMBASSADOR - SUSQUEHANNA UNIVERSITY ADMISSION OFFICE

Susquehanna University | November 2022 - March 2025

- Lead campus tours and engage with prospective students and families
- Exhibit professionalism, leadership, and strong interpersonal skills
- Organize, facilitate, and lead groups while providing analytical insights

STYLE EXPERT EMPLOYEE - TARGET

Target, Selinsgrove, PA | November 2022 - Present

- Customer Service and Communication Skills
- Attention to detail while multi-tasking in fast-paced retail environment
- Adaption to different situations

PHOTOGRAPHER - LEWISTOWN SENTINEL & HOMETOWN SPORTS

Lewistown, PA | May 2021 - August 2021

- Artistic Skills and Technical Skills
- Good communication skills
- Ability to work well under pressure and meet deadlines
- Patience, dedication, and attention to detail
- Ability to work independently and with a team

EDUCATION

2022-Present

SUSQUEHANNA UNIVERSITY, SELINSGROVE, PA
Communication Arts Major; Marketing Minor - Dean's List

2019-2022

MIDD-WEST HIGH SCHOOL, MIDDLEBURG, PA
4.0 GPA - Distinguished Honor Roll

CONTACT



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Winfield, PA 17889

LEADERSHIP & INVOLVEMENT

- Susquehanna Women's Soccer Team (2022-Present)
- Susquehanna University ZeeMee Influencer (2023-2025)
- Susquehanna University Student Ambassador (2022-2025)
- Susquehanna University Social Media Specialist (2023-Present)

SKILLS

- Customer Service
- Social Media Management
- Content Creation
- Public Speaking
- Time Management
- Problem Solving
- Effective Communication
- Team Leadership

REFERENCES

- Kaitlin Caringi: caringi@susqu.edu
- Michele Welliver: welliver@susqu.edu
- Nicholas Hoover: hoovern@susqu.edu