

Ian Sherlock

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Education:

MS in Strategic Communication, *Shippensburg University*

Graduation May 2025

BS in Communication Journalism and Media, *Shippensburg University*

Graduation May 2024

Major: Communication Journalism | Concentration: Digital Media Production | Minor: Marketing

Accredited by the ACEJMC | Dean's List (Fall 2020, Spring 2021, Fall 2021) | 3.511 G.P.A.

Skills:

- Video/Photo/Audio editing in Adobe Creative Suite (Premier, After Effects, Photoshop, Illustrator, Audition, Lightroom)
- Understanding of social media algorithms and analytics
- Knowledge of how to conduct social media audits

Work Experience:

Pennsylvania MileSplit Content Contributor (FloSports)

Summer 2022 – Present

- Shoot and edit (Adobe Premier) Instagram Reels totaling **3.23 million engagements**
- Write weekly feature and news articles about the Pennsylvania track-and-field market
- Live Tweet track and field meets

Shippensburg University Sports Information

Fall 2021 - Present

- Operate various technical positions for live sports broadcasts (camera, switcher, audio)
- Photograph (edited in Adobe Lightroom) live NCAA sports
- Live commentary for wrestling broadcasts

Shippensburg University Track-and-Field Social Media Manager

Fall 2022 – Present

- Increase Instagram following by 1,000+ users and counting
- Increase reach on Instagram from less than 900 per post to averaging 2,000 per post
- Design social media graphics in Adobe Photoshop and Illustrator

Volvo Construction Equipment Content Marketing Intern

April 2022 – August 2022

- Designed artwork (edited in Adobe Photoshop) for digital and traditional advertisements
- Shot and edited factory tour videos (Adobe Premier)
- Edited marketing-communications materials (edited in Adobe InDesign)

Altoona Curve Baseball Production Team

Summer 2021

- Operated camera and audio equipment for live broadcasts (camera, switcher, audio)
- Saved and organized highlights during games

Leadership:

Student-Athlete Advisory Committee Vice President (SAAC)

Spring 2021 - Present

- Serve as the Shippensburg University Men's Cross Country representative
- Community Service and Outreach chair
- Vote on NCAA bills and policies

Campus Involvement:

Men's Cross Country/Track and Field

Fall 2020 - Present

- Twelve-time All-Pennsylvania State Athletic Conference First Team
- Five-time Pennsylvania State Athletic Conference All-Academic
- Two-Time USA Track and Field Cross Country Coaches Association All-Academic
- Seven-time All-Atlantic Region First Team
- NCAA Athletic Directors Association Academic Achievement Award
- One-time NCAA National Championship Qualifier