

# CORA SHIRCEL

2120 W Belmont Ave | Chicago, Illinois 60618 | (262) 945-0296 | [corashircel@gmail.com](mailto:corashircel@gmail.com)

## PROFESSIONAL EXPERIENCE

---

### Heron Agency

July 2023-Present

#### Social Media Manager

- Developed compelling social media content and content calendars through various programs: Sprout Social, Excel, CapCut, Final Cut Pro, Canva, and Sprinkl
- Oversaw management of social media accounts including community management, content creation, scheduling, budget management, and reporting
- Created strategic digital paid campaigns measuring ROI and KPIs
- Designed persuasive client presentations for social strategies, concepts, and content for current and new business

### Select Management Group

September 2020-Present

#### Social Media Content Creator

- Responsible for creating video and other media content
- Demonstrate an understanding of companies or organizations and presenting that information in a unique way
- Work collaboratively with social teams to create appropriate content for YouTube, TikTok, and Instagram
- Stay updated on social media trends with the ability to translate them into the brand tone of voice

### UW Whitewater, Whitewater, Wisconsin

September 2022-Present

#### Graduate Instructional Assistant | College of Arts and Communication

- Assist in the instruction of the UW-W undergraduate course - Fundamentals of Communication course
- Lead discussions; prepare course materials; oversee classroom assignments; proctor exams; hold office hours; address student problems; grade papers, exams, and speeches

### UW Whitewater, Whitewater, Wisconsin

January 2020-May 2023

#### Warhawk Fitness PR Coordinator

- Design, build, and maintain the social media presence of Warhawk Fitness
- Create and edit social media content and presentations using various programs: Google Workspace, Meta Business Suite, Canva, and WordPress

### Wisconsin Innovation Service Center

January 2021-January 2022

#### Digital Marketing Specialist

- Provided clients with curated, step-by-step digital marketing action plans
- Conducted market research with client companies in key marketing and business development decisions
- Developed content writing for online platforms and websites: blog, social media, website pages, email, and LinkedIn
- Crafted high-quality deliverables in the form of written reports, visualizations (charts/graphs), and spreadsheets for clientele

## EDUCATION, HONORS & ACTIVITIES

---

- **University of Wisconsin-Whitewater | Whitewater, Wisconsin | Fall 2022 - Summer 2023**  
Master of Science in Communication | GPA: 4.0
- **University of Wisconsin-Whitewater | Whitewater, Wisconsin | Fall 2018 - Spring 2022**  
Journalism Major (BA) – Advertising Emphasis with a Minor in Marketing | GPA: 3.903
  - University of Wisconsin-Whitewater Advertising Association (WAA), Fall 2021 - May 2022
  - Phi Eta Sigma National Honor Society, September 2019 - May 2022
  - Leadership Involvement Team Communication/PR Coordinator, September 2019-September 2020