

Shannon Knight

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www.linkedin.com/in/shannon-knight

Education

University of San Francisco

San Francisco, CA

B.A. in Advertising

May 2026

Relevant Coursework: Creative Strategy, Media Planning & Buying, Social Media, Campaign Strategy

Honorable Mention, 2025 WCC Volleyball All-Academic Team.

University of Miami

Miami, FL

Coursework in Political Economics

July 2022 – December 2023

Experience

HelioFlux

Marketing Communications Intern

June 2025 – August 2025

Supported email marketing and social media content planning, including developing outreach messaging and content ideas.

Conducted in-person outreach to prospective customers, introducing the company and communicating its services directly to potential clients.

Projects & Leadership Experience

University of San Francisco NFL Campaign (AAF Competition)

San Francisco, CA

Campaign Team Member

August 2025 – May 2026

Conducted audience and industry research for a national advertising competition, led campaign production, and co-led media planning and channel strategy.

Athlete to Athlete

San Francisco, CA

Mentor

February 2023 – May 2026

Mentored younger student-athletes on academics, recruiting, and college athletics, offering advice based on my own experience as a Division I athlete.

Athletic Experience

University of San Francisco Volleyball Team

San Francisco, CA

Student-Athlete

January 2024 – January 2026

Balanced 20–30 hours per week of Division I athletics with academics, team responsibilities, and additional professional and leadership commitments.

University of Miami Volleyball Team

Miami, FL

Student-Athlete

July 2022 – December 2023

Competed at the NCAA Division I level while collaborating with national brands on NIL partnerships, branded content, and promotional campaigns.

Skills & Certification

Skills: Campaign Strategy, Audience Research, Media Planning, Content Development, Brand Partnerships, Email Marketing, Client & Brand Communication, Digital Marketing, Canva, Sprout Social, Hootsuite, Google Workspace

Certification: Hootsuite Social Media Marketing Certification