

# Ian Shutt

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## PROFESSIONAL SUMMARY

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Analytical marketing and HR professional with experience in AI-driven workflow design, digital communications, and data-informed decision-making. Skilled in enhancing organizational processes, strengthening training programs, and improving audience engagement through strategic insights. Proven ability in driving online engagement through community outreach and content creation.

## EDUCATION

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### The University of Texas at Austin, McComb's School of Business

Bachelor of Business Administration in Marketing with Minor in Finance

Cumulative GPA: 3.73/4.00

Honors & Awards: University Honors (Fall 2022 – Spring 2025)

Austin, TX

August 2022 – May 2025

**Professional Skills:** Consumer Insights, Digital Marketing, Data Analysis, Project Management, Social Media, Content Creation

**Technical Skills:** Microsoft Excel, Adobe Photoshop, Adobe Premiere Pro, Sprout Social, Canva, WordPress, Wix, RStudio, Python

**Certificates:** Meta Marketing Analytics, Unilever Digital Marketing Analyst, AI Essentials for Marketers, UT Austin WiSTEM

## EXPERIENCE

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### Everlywell

Print Communications Specialist

- Ensure compliance and SLA adherence by managing communications workflows and supporting operational oversight with vendors
- Execute data entry, mail merges, and document tracking to deliver accurate client communications, cover letters, and lab reports
- Collaborate with cross-functional teams to review and approve program communications and resolve data discrepancies for clients

Austin, TX

February 2026 – Present

### State of Texas, Texas Workforce Commission

Human Resources Assistant Lead

- Coordinate new hire onboarding process to ensure seamless integration, regulatory compliance, and adherence to agency standards
- Supported department growth by developing individualized training schedules and coaching new assistants on key HR functions
- Strengthened and reimaged internal NEO Cohort program by implementing AI-driven reporting in partnership with HR team

Human Resources Intern

Austin, TX

September 2025 – February 2026

May 2025 – August 2025

### City of Pflugerville, Pflugerville Animal Welfare Services (PAWS)

Marketing, Communications, and Customer Service Intern

- Produced promotional content and managed social media presence, using Sprout Social to grow shelter's net audience by 8%
- Delivered professional live television interviews on Fox 7 News, enhancing shelter programming efforts as well as media presence
- Utilized Sprout Social to analyze trends, increasing published posts by 81%, impressions by 109%, and engagements by 106%

Pflugerville, TX

May 2024 – May 2025

## PROJECTS

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### AI-Driven Career Ladder/Competency-Mapping Project

Prompt Engineer

- Developed AI-driven workflows to identify key competencies and role-critical behaviors embedded in agency-wide job postings
- Built competency-matching frameworks connecting position strengths to similar roles, highlighting internal TWC career pathways

Austin, TX

Fall 2025

### Consumer Sentiment on AI-Generated Media Research Study

Project Lead

- Conducted study on AI-generated artwork in advertising, managing 81-participant survey across various disclosure conditions
- Designed randomized survey to assess consumer attitudes towards traditional vs AI ads, revealing insights into consumer behavior

Austin, TX

Spring 2024

## LEADERSHIP EXPERIENCE

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### Forrester B2B Marketing Summit

University Representative

- Earned competitive scholarship to attend prestigious summit, gaining firsthand exposure to B2B processes and industry practices
- Developed B2B marketing expertise regarding effective approaches towards audience engagement and business growth strategies

Austin, TX

May 2024

### Brackenridge-Roberts-Prather (BRP) Residence Hall Council

Vice President

- Facilitated budget management and allocation through negotiation with peers, optimizing resource use over a defined timeline
- Conceptualized, organized, and crowdfunded community-driven events, fostering collaboration and engagement among residents

Austin, TX

Fall 2022 – Summer 2023