

SHAELEIGH MOWER

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SUMMARY

Emerging media professional studying Media Arts with a focus in Media Production at Texas A&M University-Corpus Christi. Experienced in Adobe Creative Suite with a strong foundation of digital content creation, visual storytelling, photography, and editing. Eager to bring interpersonal communication and creative skills to digital media, marketing, or public relations roles.

EDUCATION

Texas A&M University-Corpus Christi

BA in Media Arts, Media Production

Minor in Public Relations

May 2026

Relevant Coursework: AI Filmmaking, Advanced Postproduction, Screenplay Writing, PR Writing & Design, Crisis Communication, Professional PR Portfolio, Photography I

Del Mar College

AA in Digital Media

May 2024

Relevant Coursework: Introduction to Public Relations, News Writing, Digital Media, Television Production I & II

EXPERIENCE

Corporate Communications Representative, Nueces Electric Cooperative

February 2026-Present

- Produced high quality content for internal and external communications efforts via newsletters, social media posts, magazine pages, and bill inserts
- Managed social media content strategy and execution, producing original photos and videos to increase audience engagement and community outreach
- Assisted in the planning of corporate events and community outreach initiatives such as Annual Meeting and annual Lineman Rodeo

HR & Communications Intern, Nueces Electric Cooperative

June 2025-February 2026

- Developed brand-aligned multimedia content to support internal and external communications across email campaigns, newsletters, member publications, and bill inserts
- Assisted with updating and maintaining the company website using content management systems
- Collaborated with the communications department and leadership to create promotional materials for corporate and community outreach events

Social Media and Web Editor, Foghorn News

Jan 2024-May 2024

- Designed promotional graphics and engaging content using Adobe Creative Suite and Canva to increase audience engagement and maintain brand identity
 - Collaborated with reporters and editorial staff to adapt print stories for social media and web use to ensure consistency and accuracy across platforms
 - Wrote and edited articles for print and digital content and applied SEO best practices to tags, headlines and metadata to website content to increase search visibility
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SKILLS & AWARDS

- Technical Skills: Adobe Creative Suite (Photoshop, Lightroom, InDesign, Premiere Pro), Canva, Web Design (WordPress, Drupal, Wix), Publication Design (Magazine, Newspaper), Microsoft Office (Word, Outlook, Excel, PowerPoint, OneDrive), Google Suite (Docs, Slides, Sheets, Gmail, Google Drive, Photos)
- Awards: TIPA 2023- Overall Excellence Website, 3rd place Best of Show Website (Division 2)