



MAXWELL SHAFFER

COMMUNICATION SPECIALIST

CONTACT

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SOCIAL

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MY PROFILE

I am a results-driven professional with a diverse background in public relations, customer service, communications, and journalism. I excel at creating meaningful connections, coordinating projects, and crafting clear, compelling messages for diverse audiences. My experience includes delivering high-quality service in hospitality, developing and executing digital marketing and social media strategies as a communications intern, and producing impactful stories as a journalist. I bring strong problem-solving abilities, effective communication skills, and a commitment to excellence to every position I undertake.



EDUCATION

BACHELOR IN COMMUNICATION

AUGUSTA UNIVERSITY

Augusta, GA / 2020 - 2025

I have developed a strong foundation in modern communication through both academic study and hands-on experience, supported by my Certificate in Public Relations. My coursework in public relations practices, professional writing, audiovisual media production, advanced media writing, and intercultural communication has equipped me with practical skills in strategic messaging, effective writing for diverse platforms, multimedia content creation, and advanced storytelling techniques. Additionally, my studies have provided valuable insights into communicating across cultures, enabling me to engage successfully and professionally in a wide range of environments.



EXPERIENCE

JUMP CITY INFLATABLES

Social Media & Field Operations Assistant Evans, GA / 2018 - Present

- Managed installation teams and coordinated project workflows across the Central Savannah River Area (CSRA), while supporting social media updates that highlighted project progress and service offerings.
- Communicated effectively with clients, vendors, and team members, and contributed to social media messaging to maintain clear, consistent expectations and project transparency.
- Utilized problem-solving skills to address unforeseen challenges, ensuring projects stayed on schedule and developing social media content that reinforced the company's reliability and quality standards.

LUIGI'S

Part Time Server/Host – Augusta, GA / 2023 -Present

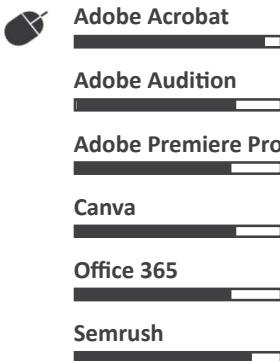
- Welcome and seated guests, delivering exceptional customer service to enhance the dining experience.
- Accurately managed orders and coordinated timely food delivery to ensure service efficiency.
- Providing strategic advice on creating effective and engaging social media content.



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SKILLS



EXPERIENCE CONTINUED

AUGUSTA UNIVERSITY COMMUNICATION DEPARTMENT'S INSTAGRAM

Social Media Content Assistant, Augusta, GA January 2025 – December 2025

- Produced high-quality multimedia content—including videos, Tiny Mic interview segments, and branded graphics—for the department's Instagram account.
- Managed social media planning and content scheduling to maintain consistent posting and support departmental communication goals.
- Collaborated with faculty and students to develop engaging story concepts and strengthen the department's digital presence and audience engagement.

METRO FIBER SYSTEMS

Communication Specialist Intern, Evans, GA 2023 - 2025

- Created detailed SEO reports to track and analyze click engagement, providing data driven insights to optimize marketing strategies.
- Developed and executed a targeted Google Ads campaign, leveraging data analytics to maximize client reach and click-through rates.
- Strategically planned and managed Facebook content to boost audience engagement, increase followers, and align with brand objectives.
- Worked with team members to implement effective communication strategies.

AUGUSTA GOOD NEWS

Journalist Augusta, GA December 2022 – November 2023

- Researched, wrote, and published engaging stories weekly, meeting deadlines while maintain high editorial standards
- Pitched and developed story ideas that aligned with the publication's goals and audience interests.
- Utilized multimedia tools and platforms to enhance storytelling and increase reader engagement.

EXPERTISE



I bring proven expertise in strategic communication, advanced media production, and intercultural engagement, enabling me to craft compelling messages and drive results across diverse platforms and audiences.



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LEADERSHIP EXPERIENCE

AUGUSTA PLAYERS CAMP WONDERLAND

GA Camp Counselor (Summer Camp), Augusta, GA 2021 - 2025

- Provided one on one support to children with autism spectrum disorder (ASD), enduring a safe, inclusive, and engaging camp experience.
- Assisted campers in participating in arts activities, including music, movement, and drama, fostering self-expression and personal growth.
- Tailored communication strategies to accommodate the individual needs of children with ASD, fostering an environment of trust, confidence, and active participation.
- Helped create a positive and welcoming environment, encouraging campers to build social skills and develop friendships in a supportive setting.

ALPHA TAU OMEGA FRATERNITY

Intramural Chair, GCSU Milledgeville, GA August 2022 – December 2022

- Organized and led intramural sports teams for a fraternity of over 100 active members, contributing to the fraternity's 5th consecutive victory in Greek Week.
- Communicated game schedules and attendance requirements to members, maintaining high engagement and accountability.
- Coordinated with sports officials to schedule and manage game times, ensuring timely and efficient execution of events.
- Fostered a positive, competitive environment while promoting sportsmanship and team cohesion throughout the season.

NEW LIFE KID'S CAMP

Kid's Camp Leader, Augusta, GA June 2022 – July 2022

- Helped lead children in first through fifth grade at a faith-based camp, providing a safe and welcoming space for spiritual growth and social development.
- Created an engaging and supportive environment where every child felt encouraged, included, and empowered to participate in both spiritual and recreational activities.
- Collaborated with fellow leaders to ensure the camp was organized, impactful, and met the needs of the children.



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