



MAXWELL SHAFFER

COMMUNICATION SPECIALIST

CONTACT



Name

Maxwell Shaffer



Address

4400 Deerwood Ln
Evans, GA
30809



Phone

706-945-3285



Email

maxwellshaffer1@gmail.com



Website

www.maxwellshaffer.com

SOCIAL



Facebook

Facebook.com/maxwell.shaffer.3



Instagram

Instagram/maxwell.shaffer



MY PROFILE

I am a results-driven professional with a diverse background in operations management, customer service, communications, and journalism. I excel at leading teams and coordinating complex projects, as demonstrated in my role as the Field Operations Manager at Jump City Inflatables. My experience includes delivering high-quality service in hospitality, developing and executing digital marketing 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 coursework in public relations practices, professional writing, audiovisual media production, advanced media writing, and intercultural communication. These studies have equipped me with practical skills in strategic messaging, effective writing for diverse platforms, multimedia content creation, and advanced storytelling techniques. Additionally, I have gained valuable insights into communicating across cultures, enabling me to interact successfully in a variety of professional environments.



EXPERIENCE

JUMP CITY INFLATABLES

Field Operations Manager Evans, GA / 2018 - Present

- Managed installation teams and coordinated for projects across the Central Savannah River Area (CSRA), ensuring timely and efficient completion.
- Communicated efficiently with clients, vendors, and team members to align expectations and ensure seamless project execution.
- Applied problem solving skills to address unforeseen challenges, maintaining project schedules 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



Adobe Acrobat



Adobe Audition



Adobe Premiere Pro



Canva



Office 365



Semrush



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.



EXPERIENCE CONTINUED

METRO FIBER SYSTEMS

Communication Specialist Intern, Evans, GA 2024 - 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 UNIVERSITY BELLRINGER

Student Journalist Augusta, GA January 2024 – May 2024

- 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.

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.



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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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REFERENCES

**RACHEL BALDUCCI**

Augusta University - Senior Lecturer

Email : rbalducci@augusta.edu

**DR. DAVID W. BULLA**

Augusta University – Chair and Professor
Department of Communication

Phone : 706-993-0054

Email : dbulla@augusta.edu

**PHILLIP KENT**

Metro Fiber Systems - President

Phone : 706-726-8368

Email : Kentp@mfst.net

**REY RUIZ**

SRS – Station Captain

Phone : 706-495-9862

Email : reynaldo.ruiz@srs.gov

**DWAYNE SOTO**

SRS – First Line Manager

Phone : 706-533-1290

Email : dsoto1@hotmail.com

**CHARMAIN BRACKETT**

Augusta Good News - Publisher

Phone : 706-627-4858

Email : charmain@augustagoodnews.com

**SETH DUVALL**

SRS – Radiation Protection First Line Manager

Phone : 803-640-5887

Email : Seth.duvall@srs.gov

**CARRIE REIF-STICE**

Augusta University – Associate Professor

Phone : 334-434-2936

Email : creifstice@augusta.edu

**PENELOPE BALLAS-STEWART**

Entrepreneur – Luigi's

Phone : 706-799-4056

Email : p.ballas.stewart@gmail.com

**RICKY THIGPEN**

Firefighter/EMT

Phone : 803-507-1309

Email : chaplain111@yahoo.com