

STUART SHAPIRO
stuart@stuartisaacshapiro.com
http://www.stuartisaacshapiro.com

- EDUCATION**
- The Pennsylvania State University, Smeal College of Business** **University Park, PA**
Master of Business Administration *Anticipated May 2013*
- Concentration: Marketing & Entrepreneurship
 - Graduate Assistantship, Institute for the Study of Business Markets
 - MBA Association – VP of Philanthropy
 - Founder and Organizer, Penn State Blue Out Movement
 - GPA: 3.88 / 4.0
- New York University, Tisch School of the Arts** **New York, NY**
Bachelor of Fine Arts in Film and Television Production and Psychology *2003-2007*
- Recipient of the Martin Scorsese Young Filmmakers Scholarship
 - GPA: 3.6 / 4.0 (University Honors Scholar)
- EXPERIENCE**
- McCann Erickson** **New York, NY**
Creative Content Producer *2008-2011*
- Produced interactive and broadcast commercials with budgets up to \$1MM for clients such as Verizon Wireless, Nikon, General Mills, and MasterCard with numerous award wins including a Cannes Lion, Creativity Award, and One Show Pencil.
 - Gained over one million Facebook “likes” for Kohl’s through digital experiences resulting in the second-highest clickthrough rates in AOL history.
 - Developed a two month featured Nikon campaign with *Wired* magazine chosen to run as the first page in their iPad edition.
- All the Busy Criminals** **New York, NY**
Director of Public Relations, Outreach, and Social Media, Ride with the 40 *2010-2011*
- Organized day-to-day logistics and press for up to forty cross-country motorcycle riders, plus additional support staff and media crew traveling through eleven cities in honor of Flight 93.
 - Curated all brand positioning content and interactive communications culminating with a live Ustream webcast of events garnering over 16,000 unique viewers.
 - Hosted daily video behind-the-scene updates through a collaboration with Accuweather.
- TheLadders.com** **New York, NY**
Community Associate *2007-2008*
- Increased readership of daily member emails by establishing a new video marketing feature.
 - Created new content to streamline the help and customer information sections of company website.
- Ohlhausen Dubois Architects** **New York, NY**
Office Manager *2007*
- Managed all billing and invoicing for mid-size architecture firm.
 - Performed upgrades on office infrastructure to allow for new email, backup, and smartphone solutions.
- SKILLS**
- Software: Windows and Macintosh operating systems, Adobe Creative Suite, Avid editing systems, Final Cut Pro editing systems, and Microsoft Office suite (Word, Excel, PowerPoint, and Outlook)
Social Media: LinkedIn, Flickr, Tumblr, Google+, FaceBook, Yammer, Vimeo, YouTube, and Twitter