



## Joy Shantz

Marketing and Events Specialist

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### Position with Firm

2024–present **Marketing and Events Specialist.** Manages strategic storytelling for PSC across social media, digital, and print platforms, and plans events on behalf of the firm.

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### Previous Professional Experience

- 2021–2024 **Communications Specialist, Michigan State University (MSU),** East Lansing, Michigan. Created content for the International Studies and Programs website and social media. Wrote endowment reports and articles on notable international alumni, donors, or faculty working globally. Developed and distributed email newsletters to audiences of more than 20,000. Managed strategic communications for fundraising events.
- 2018–2021 **Communications and Outreach Coordinator, Michigan State University,** East Lansing, Michigan. Managed communications for the Office for International Students and Scholars, including social media, website content, weekly email newsletters, grant writing, and event marketing. Coordinated trademark events such as the MSU Global Festival. Created and delivered interactive training presentations on intercultural communications for various campus and community groups.
- 2013–2018 **International Student Advisor/Community Outreach, Michigan State University,** East Lansing, Michigan. Advised international students and scholars on F-1 immigration regulations as well as personal, academic, and cross-cultural matters. Coordinated and expanded support networks to strengthen the relationship between MSU’s international students and the Greater Lansing community. Executed large-scale student engagement events.
- 2011–2013 **Study Abroad Coordinator, Michigan State University,** East Lansing, Michigan. Processed transcripts for returning study abroad students. Served as liaison for independent program providers. Coordinated events and presentations for the office. Ran orientation and arrival programs and crisis management in London during summer 2012.
- Education Michigan State University, BA, Journalism