

PIERCE SHELBY

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EDUCATION

University of Oregon | Bachelor of Science in Public Relations | Minor in Sports Business | Graduated Summer 2026

PROFESSIONAL EXPERIENCE

TimePiece PR & Marketing — Internship | Summer 2025

- Researched clients and target audiences to help shape campaign messaging and communications plans.
- Built media lists of 200+ journalists and outlets to support media pitching and earned coverage.
- Wrote press releases for Barrett-Jackson, Petersen Automotive Museum, TOPDON, Superformance; supported projects for Shelby American.
- Assisted with client PR and marketing activities during Monterey Car Week.

MARKETING & STRATEGY PROJECTS

Perplexity AI — Undergraduate Audience Research & Campaign Strategy | Client project | 2026

- Researched competing AI platforms and interviewed undergraduate students to identify adoption barriers and audience needs.
- Used audience insights to shape recommendations and developed a proposed campus activation event presented to the client.

Red Star FC — Brand Activation Proposal | Independent academic project | 2026

- Created a two-part marketing activation proposal covering audience segments, partnerships, budgets, and performance measures.

Oregon Women's Athletics — Attendance Campaign | Team academic project | 2026

- Analyzed student survey findings to identify attendance barriers and guide an integrated campaign strategy.

SELECTED PUBLICATIONS

- Mustang Times — Wrote three published feature articles on automotive culture and audiences (2025).
- Rolex Monterey Motorsports Reunion — Independently wrote a feature published in the official event program (2025).

SKILLS

- Audience research: Interviews, audience segmentation, research synthesis
- Marketing strategy: Competitive analysis, brand audits, campaign planning and messaging
- Communications: Press releases, media pitching, targeted media lists, editorial writing
- AI tools: Advanced proficiency with ChatGPT, Perplexity and Claude in prompting, research, analysis, and strategy development
- Software: Microsoft Office & Google Workspace