Shira Fine Los Angeles, CA **|** 202.316.2626 **|** shirafine11@gmail.com

Experienced Senior Team Leader, Communications Strategist, and Problem Solver

To Whom It May Concern,

USC has a renowned communications school - one I grew up "competing" with through my own alma mater, Syracuse University. I have worked in communications for nearly 20 years in both Los Angeles and Washington, D.C. I've advised CEOs, philanthropic leaders, filmmakers, and numerous individuals who see the world not for what it is today but for what it can become. As I look to the next 20 years of my career, educating our future communicators is a top priority.

My experience is vast. I have advised top pharmaceutical companies, Oscar-nominated documentaries, top nonprofits and corporations that are household names. I have worked at some of the most influential communications agencies - starting at Porter Novelli, with stops at several others including SKDK before deciding to start something from scratch. I believe I am uniquely suited to teach young people about the power of communications and how to use that power responsibly.

I was recently involved in launching a fellows program for college graduates at my agency, Bryson Gillette. Reflecting on the challenges and opportunities with young staff in a post-Covid world, we have created a year long program for them to be exposed to communications and public affairs while learning what it means to be in a professional environment.

I have led teams of various sizes, in established organizations, new companies, and rapidly growing agencies. I know how to manage individuals, create an environment of excellence, establish culture, and manage a diverse and thriving organization.

While I have never formally taught, I think my experience managing clients and individuals has provided a strong foundation for an adjunct professor role. It would be an honor to be affiliated with the USC Annenberg SChool for Communication and Journalism. Thank you for considering my application.

Best,

Shira