

EMILY OLIVER

COMMUNICATIONS AND PUBLIC RELATIONS PROFESSIONAL

New Orleans, Louisiana | 504-313-8928 | emoliver00@gmail.com | [linkedin.com/in/olivereee](https://www.linkedin.com/in/olivereee)

Advocate. Communicator. Community Builder.

EDUCATION

Master of Science | Louisiana State University, Shreveport, LA | 2024

Nonprofit Administration, Disaster Preparedness Track

Bachelor of Arts | Shippensburg University, Shippensburg, PA | 2013

Communications: Journalism and Public Relations

CERTIFICATIONS

- FEMA certifications: IS-100.C, IS-0700.b, IS-800.d, IS-42.a | 2024
- NASA Lean Six Sigma Greenbelt | 2018
- Applied Suicide Intervention Skills | 2014

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

- Founding Member, Keep Algiers Beautiful Steering Committee
- Participant, New Orleans Civic Leadership Academy | 2022
- Barnraisers Cohort Member | 2022

PROFESSIONAL EXPERIENCE

Public Outreach and Communications Director

City of New Orleans | New Orleans, LA | 2024–Present

- Designed and implemented strategic outreach campaigns to enhance community engagement and program visibility for the New Orleans Recreation Development Commission.
- Cultivated key partnerships with media outlets, community leaders, and public figures to amplify organizational initiatives.
- Successfully managed high-stakes public relations crises by developing and executing strategic communication plans, mitigating reputational risks, and maintaining stakeholder trust through transparent and timely messaging.
- Led agency communication efforts around emergency shelter openings during hurricanes, severe weather events, and other disasters, ensuring timely dissemination of critical information to residents and stakeholders.
- Leveraged data-driven insights to refine communication strategies and ensure alignment with organizational goals.

Communications Manager

STEM NOLA | New Orleans, LA | 2023–2024

- Led a team managing creative outputs and social media presence, achieving 16% growth across platforms in first five months.
- Secured high-profile media placements nationally and locally, elevating the organization's profile and enhancing the brand.
- Strategized and executed campaigns promoting events, fostering collaboration with donors, elected officials, and VIP stakeholders.

Communications and Events Manager

University of New Orleans Research and Technology Foundation | New Orleans, LA | 2022–2023

- Directed brand strategy for The Beach at UNO, increasing social media followers by 24.7% in three months.
- Coordinated content creation and advertising for the Louisiana Wind Energy Hub at UNO.
- Spearheaded logistics for high-visibility events, promoting collaboration between UNO, tenants, and the community.

Senior Account Executive

HEARD Strategy & Storytelling | Shutesbury, MA | 2021–2022

- Partnered with nonprofit clients to enhance brand visibility and donor engagement.
- Collaborated with organizations to align communication efforts, streamline media relations, and ensure consistent, accurate messaging that supported coordinated responses and maximized public awareness during crisis situations.
- Achieved strategic media placements, advancing clients' goals through targeted communications.
- Managed the development of collateral materials for digital and print use, aligning with organizational missions.

Communications Specialist

Planned Parenthood Gulf Coast | New Orleans, LA | 2019–2021

- Increased media coverage of organizational initiatives at local and national levels.
- Led communications efforts for new healthcare services, events, and campaigns, including messaging for diverse stakeholders.
- Proactively addressed challenges impacting reproductive health advocacy by coordinating clear, compassionate communication strategies that upheld Planned Parenthood's values, engaged diverse audiences, and fostered trust during moments of heightened public scrutiny.
- Cultivated advocate storytellers, amplifying their experiences to engage donors and policymakers.

Communications Specialist

IT Coalition, Inc. | NASA Shared Services Center, MS | 2015–2019

- Enhanced internal communications with innovative content strategies, improving employee engagement.
- Increased NSSC's public visibility through social media campaigns and partnerships.
- Recognized with the NSSC Achievement Award for leadership in morale-building initiatives.

Core Compliance Specialist

Northlake Behavioral Health System | Mandeville, LA | 2014–2019

- Achieved compliance excellence by passing multiple Joint Commission and Department of Health and Hospitals (DHH) audits with zero findings and minimal improvement suggestions.
- Streamlined onboarding processes by managing new hire paperwork, training sessions, and documentation, ensuring operational readiness and regulatory adherence.
- Reduced manual holds between staff and patients through the development and implementation of enhanced Crisis Intervention and Prevention training programs.
- Designed and delivered comprehensive training materials for orientations, annual trainings, and audit preparation, aligning with organizational and regulatory goals.
- Fostered internal communication by developing a monthly employee newsletter, enhancing staff engagement and awareness of organizational updates.
- Boosted employee morale and community impact by organizing and leading an annual food drive competition, generating over 4,000 lbs. of food for local food banks in two years.

SKILLS

- Public relations and media strategy
- Social media management and digital marketing
- Crisis communication and crisis management
- Strategic planning and risk management
- Event coordination and project management
- Leadership and stakeholder engagement
- Research and data analysis