

ERIN LOONEY



Washington, DC



erincjlooney@gmail.com



850.443.0455



erinlooney.com



she/her

EDUCATION

Master of Arts / Communication

University of South Alabama

Bachelor of Arts / Radio/TV/Film

University of South Alabama

Doctor of Philosophy (ABD) / Communication Studies

Florida State University

SELECT POSITIONS

Interim Director of University Communications

University of the District of Columbia, *Washington, DC*

2020 - present

Communications Manager (Public Outreach Coordinator)

UDC David A. Clarke School of Law, *Washington, DC*

2017 - present

Adjunct Professor of Communication (online)

Valencia College, *Orlando, FL*

2016 - present

Director of Communications

Christ Church Parish/Independent Contractor, *Pensacola, FL*

2016 - 2017

One-year appointment

Lead Instructor/Teaching Assistant

Florida State University, *Tallahassee, FL*

2012 - 2015

Communications Faculty Member

Auburn University at Montgomery, *Montgomery, AL*

2012-2013

One-year appointment

Director, Public Relations Student Organization

University of South Alabama, *Mobile, AL*

2009 - 2011

Creator/Executive Producer

JAG-TV, University of South Alabama, *Mobile, AL*

2009 - 2010

One-year appointment

Music Director/Midday Host/Reporter

WABB FM/WABB AM, *Mobile, AL*

2004 - 2006

Reporter/On-Air Talent/Assistant Production Director

Cumulus Broadcasting, *Mobile, AL/Pensacola, FL/Fort Walton Beach, FL*

1999 - 2004

COMMUNITY INVOLVEMENT

Communications Chair/Board Member

DC State Fair, *Washington, DC*

2020 - present

Journalism Scholarship Judge

National Press Club, *Washington, DC*

2019 - present

Events and Promotions Committee Member

Van Ness Main Street, *Washington, DC*

2018 - 2019

Promotions Director/Assistant Director

MLB Youth Programs/ *Orlando, FL/Tallahassee, FL*

2014 - 2016

KEY EXPERIENCE

COMMUNICATIONS

- » Revitalized external communications through research to build a communications strategy and establish institutional identity by codifying branding guide that included visual identity, messaging, values and mission
- » Planned, produced, executed, monitored digital marketing campaigns using multimedia, multiplatform strategies
- » Created external communications strategy for annual gala with fundraising outputs of \$500,000 to \$750,000, including social media, media relations, local partnerships, graphic design/signage, email marketing and event day management of communications tasks
- » Deployed social media strategy that increased engagement rate in Instagram from 0.4% to 3% and grew Twitter audience by 70%; used Sprout, Hootsuite and native analytics to measure and adapt campaigns
- » Oversaw production of promotional videos for law school outreach efforts and virtual fair event with minimal budget; built or adapted branded motion graphics and edited video projects
- » Designed marketing collaterals (print and web) using Adobe Creative Suite applications
- » Worked with consultants to ensure deliverables were on brand, on message and on time
- » Updated websites using WordPress, GoDaddy, Squarespace, NationBuilder and Blogger
- » Oversaw website migrations, including identifying appropriate CMS, directing design, removing outdated modalities
- » Executed email campaigns using Mailchimp, Constant Contact, iContact and Action Network
- » Worked with customer relationship management, media monitoring and public relations automation platforms including Salesforce, Cision, Meltwater, Muck Rack and HubSpot

MEDIA RELATIONS

- » Formalized institutional narrative, including identifying talking points, conducting media trainings, unifying social media messaging and preparing spokespeople
- » Developed media guide to illustrate faculty expertise, social media handles and previous coverage
- » Maintained media contact list through proactive media relations by initiating relationships with key reporters and producers, attending events at the National Press Club, engaging in follow-up correspondence and periodically checking list for accuracy
- » Placed opinion pieces in local, regional and national print and web publications, including The Washington Post and The Hill (Harris 10/17, Cox Alomar 3/19)
- » Garnered earned media for faculty, staff, students and school by identifying opportunities for coverage and facilitating interviews (Detroit News 9/19, USNWR 7/19, The Washington Informer 1/19, Newsy 11/19, WTOP 6/20, WUSA9 6/20, WJLA 6/20, WUSA9 7/20, ABC News 10/20, WAMU 1/21)
- » Acted as contact for members of the media during events and interviews with in-house experts, including student-led protests that earned attention from local and national broadcast, print and web outlets.
- » Wrote and distributed news releases and media advisories to increase earned media
- » Managed inbound media requests
- » Monitored coverage using Muck Rack, Meltwater and Google Alerts; followed up with reporters to correct information, offer context or otherwise protect the brand

LEADERSHIP

- » Served as interim director of university communications, leading executive communications and media relations for university and office of the president, including centralizing media relations resources and advising crisis team on information distribution during university's shift to emergency remote operation and continued response to COVID-19 pandemic
- » Directed up to 35 direct reports in retail, media and communications
- » Redesigned standards and procedures, including establishing work flow, designing crisis communication plan, building resource guide and proposing and adopting new tools
- » Advised leadership to create external communications programs, guided implementation of strategy, trained staff members
- » Initiated partnership with undergraduate digital media and graphic design programs to supervise student workers, providing hands-on marketing and communications experience; directed student interns based on department objectives
- » Spearheaded development of student programs with functions in community outreach, promotions, marketing, public relations, fundraising, broadcast and game day operations

JOURNALISM/BROADCAST

- » Hosted local radio show during several dayparts in multiple formats, improving Top-40 midday show to number one
- » Programmed weekly college sports television show, developed shooting schedules, assigned reporters and technical crew and oversaw production
- » Reported and wrote local stories for radio, television, print and web
- » Produced commercial spots and PSAs for radio and television
- » Performed voiceover, reporting and announcing work, including freelance voiceover, national and international correspondent spots and guest appearances
- » Conducted live and pre-recorded television and radio interviews with guests