

# ERIN LOONEY



Washington, DC



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she/her

## EDUCATION

**Doctor of Philosophy (ABD) / Communication Studies**

Florida State University

**Master of Arts / Communication**

University of South Alabama

**Bachelor of Arts / Radio/TV/Film**

University of South Alabama

## SELECT POSITIONS

**Acting Communications Director/Media Relations Specialist**

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

**2020 - 2022**

**Communications Manager (previously 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*

**Communications Faculty Member**

Auburn University at Montgomery, *Montgomery, AL*

**2012 - 2013**

*One-year appointment*

**Creator/Executive Producer**

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

**2009 - 2010**

*One-year appointment*

**Music Director/Midday Host/Reporter**

WABB FM/WABB AM/WALA Fox 10, *Mobile, AL*

**2004 - 2006**

**Reporter/On-Air Talent/Assistant Production Director**

Cumulus Broadcasting and WPMI (NBC 15), *Mobile, AL/Pensacola, FL/Fort Walton Beach, FL*

**1999 - 2004**

## COMMUNITY INVOLVEMENT

**Creative Strategist**

Andrew McCarthy-Clark for ANC

**2022 - present**

**Journalism Scholarship Judge**

**[2021 National Press Club Vivian Award recipient \(link\)](#)**

National Press Club, *Washington, DC*

**2019 - present**

**Communications Chair/Board Member**

DC State Fair, *Washington, DC*

**2019 - 2021**

**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**

**Media Relations Officer**

History Museum of Mobile/*Mobile, AL*

**2010 - 2011**

## KEY EXPERIENCE

### COMMUNICATIONS

- » Revitalized external and internal communications through research to build a communications strategy and establish organizational identity by codifying branding guide, visual identity, messaging, values and mission
- » Planned, produced, executed, monitored digital marketing campaigns using multimedia, multiplatform strategies
- » Reimagined rankings campaign for key programs by shifting from print-first campaign to digital year-round strategy, keeping the program top-of-mind in and out of rankings period and increasing program's rank from 13 to 5 over 5 years
- » Created external communications strategy for annual gala with fundraising outputs of \$500,000, including social media, media relations, local partnerships, graphic design/signage, email marketing and event day communications
- » 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
- » Oversaw website migrations, including identifying appropriate CMS, directing design, removing outdated modalities
- » Updated websites using WordPress, GoDaddy, Squarespace, NationBuilder and Blogger
- » 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 subject matter expertise, social media handles and previous coverage
- » Maintained media contact list through proactive media relations by initiating or reestablishing relationships with key reporters and producers, attending events at the National Press Club and engaging in follow-up correspondence
- » Placed opinion pieces in local, regional and national publications, including The Washington Post, The Hill (Harris 10/17, Cox Alomar 3/19)
- » Garnered earned media for faculty, staff, students and school by identifying opportunities for coverage (Detroit News 9/19, USNWR 7/19, The Washington Informer 1/19, WTOP 6/20, WUSA9 6/20, WJLA 6/20, WUSA9 7/20, ABC News 10/20, WAMU 1/21, Education News Flash 10/21, Washington Business Journal 10/21, The Washington Informer 11/21, The Washington Post 12/21, Good Morning Washington – forthcoming 2/22)
- » Acted as media contact/spokesperson for inbound requests, events, crises and interviews, including student-led protests that earned local and national attention
- » 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 acting 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
- » Produced weekly college sports television show, developed shooting schedules, assigned reporters and technical crew and oversaw production
- » Reported local stories for radio, television, print and web; conducted live and pre-recorded television and radio interviews
- » 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