

ERIN LOONEY

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EDUCATION

MASTER OF ARTS / COMMUNICATION / University of South Alabama / 2011

BACHELOR OF ARTS / RADIO/TV/FILM / University of South Alabama / 2009

DOCTOR OF PHILOSOPHY (ABD) / COMMUNICATION/SPORT MANAGEMENT / Florida State University

MASTER OF SCIENCE (in progress) / SPORT MANAGEMENT/SPORT LAW / University of Florida

EXPERIENCE

PUBLIC OUTREACH COORDINATOR / August 2017 to present

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

ADJUNCT PROFESSOR OF COMMUNICATION (online) / August 2016 to present

Valencia College, *Orlando, FL*

ACADEMIC COACH (online) / August 2016 to present

Instructional Connections, *Dallas, TX*

DIRECTOR OF COMMUNICATIONS / July 2016 to July 2017

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

PRIVATE TUTOR / October 2015 to January 2018

Varsity Tutors, *Orlando, FL*

LEAD INSTRUCTOR/TEACHING ASSISTANT / August 2012 to August 2015

Florida State University, *Tallahassee, FL*

FACULTY MEMBER/DIRECTOR, STUDENT PUBLIC RELATIONS GROUP / August 2011 to August 2012

Auburn University at Montgomery, *Montgomery, AL* *One-year appointment*

TEACHING ASSISTANT/CO-DIRECTOR, STUDENT MARKETING GROUP / August 2009 to August 2011

University of South Alabama, *Mobile, AL*

EXECUTIVE PRODUCER / August 2009 to August 2010

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

MUSIC DIRECTOR/MIDDAY HOST/REPORTER / March 2004 to March 2006

WABB FM/WABB AM, *Mobile, AL*

REPORTER/ON AIR TALENT/PRODUCTION ASSISTANT / December 1999 to March 2004

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

TECHNICAL SKILLS

MICROSOFT OFFICE

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE PREMIERE

ADOBE AUDITION

GOOGLE ANALYTICS

SOCIAL MEDIA

MAILCHIMP

FINAL CUT PRO

AP STYLE

WORDPRESS

BLOGGER

WRITING

HOOTSUITE

PROFESSIONAL
SKILLS

PROFESSIONAL SKILLS	Management	<ul style="list-style-type: none"> » Designed communications program focused on internal and external strategies » Authored and enforced internal standards and training materials » Managed 2 to 35 direct reports in retail, media (radio/TV), higher education, and public relations » Spearheaded student programs in community outreach, promotions, marketing, public relations, fundraising, broadcast, and game day operations » Directed administrative, developmental, disciplinary, and counseling roles to maintain standards » Recruited, selected, and trained direct reports
	Public Relations	<ul style="list-style-type: none"> » Successfully pitched opinion pieces to local, regional, and national publications, including The Washington Post, The Hill, and Slate » Hosted and served as contact point for local and national broadcast outlets (including VICE News and the Canadian Broadcasting Corporation) » Facilitated media access for law school events, most recently UDC Law's Annual Gala, which raised more than \$500,000 toward the school's public interest scholarship program » Evaluated and assisted in redesigning public outreach functions, including developing media relationships, establishing work flow, designing crisis communication plan, rebranding institution, maximizing social media efforts, designing modern aesthetic, and planning advertising campaigns » Wrote and distributed news releases and media advisories to gain earned media » Served as media relations and production officer for Museum of Mobile five-year public relations plan
	Journalism	<ul style="list-style-type: none"> » Researched, wrote, produced, and delivered stories for radio, television, print, and web » Executed local radio shows in multiple formats; improved Top-40 midday show to number one » Programmed weekly show, including developing shooting schedules, assigning reporters and technical crew, and overseeing production » Wrote, voiced, tagged, produced, and/or dubbed radio and television commercial spots and PSAs » Performed voiceover, reporting, or announcing work » Conducted live and pre-recorded television and radio interviews with guests » Stimulated interest in local music and community affairs through airplay, interviews, shows, and staff education
	Marketing	<ul style="list-style-type: none"> » Developed brand standards and served as steward of identity » Built social media presence and managed content (Instagram, Facebook, Twitter, LinkedIn, YouTube) » Increased Instagram audience by 71% and maintained engagement rate between 4.5% and 6%; increased Twitter audience by 70% with engagement averaging 1.2% from 2017 to 2018 » Updated websites using WordPress, Blogger, and industry-specific content management systems » Executed email campaigns using Mailchimp, Constant Contact, iContact, and Action Network » Designed promotional materials (print and web) using Adobe Creative Suite applications » Photographed events for use in social media, website, and print materials; edited photographs » Collaborated with constituents to develop and apply public relations strategies for events » Measured, analyzed, and adapted social media and website messaging using native analytics, Google Analytics, Hootsuite, and Iconosquare » Designed and placed advertisements in print and web outlets
	Teaching	<ul style="list-style-type: none"> » Created and adapted instructional materials tailored to online, hybrid, and on-ground course formats » Planned and deployed course packages in various learning management systems, including Blackboard Learn, eCollege, Sakai, Moodle, Edmodo, and Canvas » Taught college students in several communication, media, and sport courses, emphasizing social and political engagement as vital elements of citizenship and professionalism » Maximized student learning through critical thinking and attention to diverse goals and learning styles » Evaluated student performance through fair and consistent methods to enable student success
Research	<ul style="list-style-type: none"> » Piloted projects using social media analytics software, including DiscoverText and Linkdex » Deployed and analyzed Qualtrics-based survey research, using SPSS software for data analysis » Conducted field interviews and analyzed data for themes » Reviewed submissions for acceptance to academic conferences » Served as panel respondent or chairperson for academic conference presentations » Demonstrated commitment to university research through conference and publication submissions 	