

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 STUDIES / Florida State University

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 GROUP / August 2011 to August 2012

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

TEACHING ASSISTANT/DIRECTOR, STUDENT 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

QUALTRICS

WRITING

HOOTSUITE

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 » Spearheaded development of student programs with functions in community outreach, promotions, marketing, public relations, fundraising, broadcast and game day operations » Directed administrative, developmental, disciplinary and counseling roles to maintain standards » Managed from 2 to 35 employees or volunteers in retail, media (radio/TV) and public relations settings » Recruited, selected and trained direct reports |
| Media / Public Relations | <ul style="list-style-type: none"> » Successfully pitched opinion pieces to local, regional and national print and web 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) during interviews with in-house experts and events » Evaluated and assisted university in redesigning aspects of public outreach functions at historic social justice law school, including developing media relationships, establishing work flow, designing crisis communication plan, rebranding institution, maximizing social media efforts, designing modern aesthetic and planning targeted 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 in developing five-year public relations plan |
| Journalism/Broadcast | <ul style="list-style-type: none"> » Researched, wrote, produced, and delivered stories for radio, television, print and web » Planned and executed local radio show focused on station promotions and community relations for several dayparts in multiple formats, improving Top-40 midday show to number one in the market » Programmed weekly program, developed shooting schedules, assigned reporters and technical crew and oversaw production » Wrote, voiced, tagged, produced and/or dubbed commercial spots and PSAs for radio and television » Performed voiceover, reporting and announcing work in various iterations, including freelance voiceover work, national and international correspondent spots and guest appearances » Conducted live and pre-recorded television and radio interviews with guests » Stimulated interest in local music and community affairs through airplay, interviews, shows and internal staff education |
| Marketing / Social Media | <ul style="list-style-type: none"> » Developed brand standards for youth sports, student groups, law school, television show and church » Built social media presence and managed content (Instagram, Facebook, Twitter, LinkedIn, YouTube) » Updated websites using WordPress, GoDaddy, 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 a variety of 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/Training | <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 and related critical thinking skills to various student goals and multiple learning styles » Evaluated student performance through fair and consistent methods to enable student success, e.g., speeches, presentations, exams, papers, discussions and other work |
| 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 » Demonstrated commitment to university research through conference and publication submissions » Reviewed submissions for acceptance to academic conferences » Served as panel respondent or chairperson for academic conference presentations |