


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* *One-year appointment*

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*

CREATOR/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*

KEY SKILLS

MICROSOFT OFFICE

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE PREMIERE

ADOBE AUDITION

GOOGLE ANALYTICS

SOCIAL MEDIA

SOCIAL ANALYTICS

LEADERSHIP

MEDIA RELATIONS

MAILCHIMP

FINAL CUT PRO

AP STYLE

WEB DESIGN

QUALTRICS

WRITING

HOOTSUITE

MANAGEMENT

PHOTOSHOP

PROGRAMMING
(MEDIA)

KEY PROFESSIONAL SKILLS

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| Management | <ul style="list-style-type: none"> » Recruited, trained and managed up to 35 direct reports in retail, media and public relations settings » Created communications shop focused on internal and external strategies » Provided oversight and direction to communication and retail direct reports in accordance with organization's policies and procedures » Spearheaded development of student programs with functions in community outreach, promotions, marketing, public relations, fundraising, broadcast and game day operations » Coached, mentored and developed team members to strengthen their individual skills while empowering them to contribute to organizational goals » Taught public relations, broadcast journalism, leadership and basic communication courses at community college, graduate and university level |
| Marketing/Social Media | <ul style="list-style-type: none"> » Built and executed social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification » Generated, edited, published and shared daily content (text, images, video or HTML) to build meaningful connections and encourage community members to take action » Refined social media strategy for law school, including SMART goals and planned campaigns, based on analytics and institutional messaging » Created and maintained editorial calendars and syndication schedules » Improved messaging continuously by capturing and analyzing appropriate metrics/data and insights and keeping up to date on best practices (using Sprout, Hootsuite, Google Analytics and native analytics) » Collaborated with other departments to manage reputation, identify key players and coordinate messaging » Developed brand standards for youth sports, student groups, law school, television show and church » Updated websites using WordPress, GoDaddy and Blogger » Wrote and edited web and social media stories that promoted institutional identity » Executed email campaigns using Mailchimp, Constant Contact and iContact » Designed promotional materials (print and web) using Adobe Creative Suite applications » Designed and placed advertisements in print and web outlets |
| 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 and The Hill (Harris 10/17, Cox Alomar 3/19) » Garnered earned media for faculty, staff and institution through proactive media outreach, including establishing relationships with reporters and key personnel, identifying opportunities for coverage, and facilitating interviews (USNWR 7/19, The Washington Informer 1/19) » Served as contact for broadcast outlets during events and interviews with in-house experts » Managed media relations, social media and design aspects for law clinic project that received the 2019 Clinical Legal Education Award for Excellence in a Public Interest Case or Project » Assisted new administration in developing institutional narrative, including identifying talking points, conducting media trainings, unifying social media messaging and consulting with key personnel prior to media appearances » Redesigned aspects of public relations 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 show, developed shooting schedules, assigned reporters and technical crew and oversaw production for college sports program » Wrote, voiced, tagged, produced and/or dubbed commercial spots and PSAs for radio and television » Performed voiceover, reporting and announcing work, 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 training |