

ERIN LOONEY

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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

PUBLIC RELATIONS DIRECTOR/BOARD MEMBER (pro bono)
DC State Fair, *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

DIRECTOR, PUBLIC RELATIONS STUDENT GROUP
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/PRODUCTION ASSISTANT
Cumulus Broadcasting, *Mobile, AL/Pensacola, FL/Fort Walton Beach, FL*

1999 - 2004

KEY SKILLS

EMAIL MARKETING



SOCIAL MEDIA



ADOBE ILLUSTRATOR



STRATEGIC COMM



ADOBE INDESIGN



AP STYLE



ADOBE PREMIERE



WEB DESIGN



ADOBE AUDITION



MEDIA MONITORING



ADOBE PHOTOSHOP



WRITING



GOOGLE ANALYTICS



CRISIS COMM



CONTENT CREATION



STRATEGY



MARKETING STRATEGY



MANAGEMENT



PAID MEDIA



EARNED MEDIA



PUBLICATION DESIGN



BRANDING



MEDIA PROGRAMMING



LEADERSHIP



MEDIA RELATIONS



CRM MANAGEMENT



KEY
EXPERIENCE

- | | |
|-----------------------------|--|
| Strat Comm | <ul style="list-style-type: none"> » Revitalized marketing and communications through research on best practices and surveys of target audiences to identify modern, effective methods to reach constituents through consistent identity and development of digital communications strategies » Established consistent institutional identity by building and codifying branding guide that included visual identity, messaging, values and mission » Redesigned internal public relations functions, including establishing work flow, designing crisis communication plan and rebranding |
| Communications | <ul style="list-style-type: none"> » Built and executed social media strategy through competitive research, platform determination, messaging and audience identification; used Sprout, Hootsuite and native analytics to measure and adapt efforts » Planned and oversaw production of <u>promotional videos</u> for <u>law school outreach efforts</u> with minimal budget, utilizing free and low-cost resources; <u>built or adapted branded motion graphics</u> and edited video projects » Designed marketing collaterals (print and web) using Adobe Creative Suite applications » Created, edited and/or shared regular content (text, images, video or HTML) to build meaningful connections and encourage community members to take action or to strengthen institutional identity » Worked with consultants to ensure deliverables were on brand and in line with messaging » Updated websites using WordPress, GoDaddy, NationBuilder and Blogger » Executed email campaigns using Mailchimp, Constant Contact, iContact and Action Network |
| Media Relations | <ul style="list-style-type: none"> » 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 » Developed media guide to illustrate team member expertise, availability, social media handles and previous coverage » Maintained media contact list through proactive media relations, such as initiating relationships with key reporters and producers, attending events at the National Press Club, engaging in active follow-up correspondence and periodically checking list for accuracy » Successfully pitched opinion pieces to local, regional and national print, broadcast and web publications, including <u>The Washington Post</u> and <u>The Hill</u> (<u>Harris 10/17</u>, <u>Cox Alomar 3/19</u>) » Garnered earned media for faculty, staff, students and school by identifying opportunities for coverage and facilitating interviews (<u>Detroit News 9/19</u>, <u>USNWR 7/19</u>, <u>The Washington Informer 1/19</u>, <u>Newsy 11/19</u>, <u>WTOP 6/20</u>, <u>WUSA9 6/20</u>, <u>WJLA 6/20</u>, <u>WUSA9 7/20</u>) » Served as contact for members of the media during events and interviews with in-house experts, most recently for <u>student-led protests</u> that <u>earned attention</u> from local broadcast, print and web outlets. » Wrote and distributed news releases and media advisories to increase earned media » Monitored media hits via CISION, Meltwater and Google Alerts |
| Leadership | <ul style="list-style-type: none"> » Recruited, trained and managed up to 35 direct reports in retail, media and public relations settings » Advised leadership on steps needed to create internal and external communications programs; guided implementation of those steps and trained staff members » Initiated partnership with undergraduate digital media and graphic design programs to supervise student workers, providing them hands-on marketing and communications experience; directed student interns based on department objectives and reported regularly to student advisor » Spearheaded development of student programs with functions in community outreach, promotions, marketing, public relations, fundraising, broadcast and game day operations » 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 |
| Journalism/Broadcast | <ul style="list-style-type: none"> » Researched, wrote and produced stories for radio, television, print and web » 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 one market » Programmed weekly show, developed shooting schedules, assigned reporters and technical crew and oversaw production for college sports television program » Wrote, voiced, produced and/or dubbed 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 » Stimulated interest in local music and community affairs through airplay, interviews, shows and training |