

Emily Paul

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SUMMARY

A dynamic, high-energy communications specialist with experience leading teams, developing marketing plans, producing and developing content for radio broadcast and creating various multimedia content projects simultaneously. Passionate about reaching and connecting with an audience through various channels, utilizing verbal and written communication skills.

Professional skills & experience include:

- Created a strategic marketing plan with focus on digital technology for client
- Worked on global consumer account team to create and develop client brand representation
- Produced, developed and designed weekly sports radio program
- Participated in NCAA Career in Sports Forum with 200 select student-athletes to network and learn from other professionals
- Wrote blog content and managed social media for Cedarville women's tennis team
- Planned and managed events for "Irrelevant Week"

EDUCATION

Cedarville University, Cedarville, Ohio, May 2015
Bachelor of Arts Journalism

Dean's List 2013-2015

EXPERIENCE

Weber Shandwick Consumer Intern, Chicago, Illinois, August 2015 – Present

- Worked on global tech consumer account team on client-related program planning such as research & develop media lists, track & monitor media and analyze & report on media activity for product launches.

Resound Sports Radio Host, Cedarville, Ohio, February 2015 – May 2015

- Hosted a sports radio show that aimed to deliver the latest sports news on campus and deliver stories from current athletes or past alumni involved with campus sports.
- Responsible for leading team to develop content, sources and production of the show.

Cedars Student Newspaper Reporter & Head of Multimedia Team, Cedarville, Ohio, November 2013 – May 2015

- Developed stories, interviewed sources, conducted research and wrote articles for school newspaper.
- Led the multimedia team, worked to expand the multimedia outreach of the newspaper.

The Foundation of the Undefeated Sports Journalism Intern, Newport Beach, California, June 2014 – August 2014

- Led and collaborated with a team to brainstorm, organize and plan the media events, such as a community field day and banquet for "Irrelevant Week" where the last player in the NFL Draft visits Newport Beach for a week.
- Managed social media accounts and built a social media calendar for the upcoming year.
- Researched NFL players and wrote stories about inspirational players who have shown perseverance.

RELATED ACADEMICS

NCAA Student Athlete, Cedarville, Ohio, October 2011 – May 2015

- Varsity tennis team co-captain, demonstrated teamwork, leadership and dedication to continuous improvement.

Designing New Solutions for New Audiences (Undergraduate course), Cedarville, Ohio, January 2015 – May 2015

- Team leader of consultant team that conducted analysis of problems/needs of our client and researched solutions.
- Presented our in-depth design to provide technical and multimedia solutions for the client and customers.

Springfield News-Sun Practicum; Student Reporter, Springfield, Ohio, August 2014 – December 2014

- Interviewed sources, conducted research when necessary, and wrote articles for quick, turnaround deadlines.

COMPUTER SKILLS

Microsoft Office Suite; Social Media including Twitter, Facebook, Instagram, Snapchat, LinkedIn, YouTube, & Pinterest; Adobe Premiere, InDesign, Photoshop, & Dreamweaver; Wordpress; AP style; basic knowledge of HTML & CSS; SAP; Cision; Meltwater

ACTIVITIES

NCAA Career in Sports Forum Participant, Member of Phi Epsilon Beta, Tennis Team Captain, Blogger & Social Media Manager, People to People Sports Ambassador, Boys & Girls Club of America Volunteer