

Emily E. Gardner

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Education

Texas Tech University, Lubbock, Texas

Bachelor of Arts in Public Relations

Minor in General Business

Summa Cum Laude, GPA: 3.95

Graduated: Dec. 12, 2015

Related Experience

Office of Communications & Marketing, Texas Tech University

Sept. 2014 – Dec. 2015

Media Relations Intern

- Wrote more than 92 news releases, advisories, pitches and feature stories for Texas Tech that were posted to the official Texas Tech news source and sent to local and regional media outlets
- Collaborated with senior editors and Texas Tech colleges and departments to create and promote stories
- Coordinated media availability for the first One Love Week, and two local media outlets attended
- Fielded incoming media calls and determined appropriate spokesperson
- Posted news clips to Texas Tech Today using WordPress and OmniUpdate

Primitive Social, Lubbock, Texas

Sept. 2015 – Dec. 2015

Account Manager, PR Campaigns Senior Project

- Led a team of five in conducting research and creating strategies and tactics that were pitched to the client
- Collaborated with team members in creating the final campaign pitch and book throughout the semester
- Established and followed deadlines for semester-long project

The Daily Toreador, Texas Tech University

Aug. 2012 – Dec. 2013

- Researched and wrote 109 articles for the daily college newspaper with a circulation of more than 12,000

Copy Editor

Fall 2013, Spring 2013

- Edited daily publication for AP style, sentence structure, grammar and punctuation
- Collaborated with editors and staff members on ways to improve stories
- Provided guidance and training to new staff members on AP Style
- Assisted with newspaper layout when needed

Managing Editor

Summer 2013

- Served as liaison between editor-in-chief and staff
- Wrote, took pictures and edited stories for the biweekly paper
- Assisted editor-in-chief in newspaper layout design
- Took photos at Health Sciences Center White Coat Ceremony

Staff Reporter

Fall 2012 – Spring 2013

- Produced at least five stories per week for the daily paper
- Led the byline count in the newsroom during the spring 2013 semester
- Reported on Texas Tech events and Lubbock City Council meetings
- Interviewed city council members and Texas Tech and Health Sciences Center officials
- Live-tweeted city council meetings

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Work Experience

Rock Solid Athletics, Lubbock, Texas

Jan. 2014 – Dec. 2014

Coach

- Instructed elementary and preschool students in basic gymnastics based on 13 years of prior competitive gymnastics and four years prior coaching experience
- Communicated daily with parents about gymnastics activities
- Set up equipment and decorations and coached the Rock Solid Showcase twice a year

Volunteer Activities

Define Your Line

Sept. 2015 – Dec. 2015

Student Advisory Board Member

- Invited to serve on board by founding faculty; brainstormed ideas, proofread materials and manned events to promote healthy sexual communication among Texas Tech students

Inaugural Texas Tech Public Relations Showdown

Feb. 2015

- Weeklong event where 120 College of Media and Communication students created teams and participated in daily competitions in teams, including PR strategies, writing, graphics, video pitching, and social media.
- Team placed third in the social media contest and fifth overall

London Study Abroad Promotions

Sept. 2014 – Nov. 2014

Video Editor

- Worked with a team to create a promotional video for the College of Media and Communication London Study Abroad program
- Used photos taken by me and several other study abroad students to create video
- <https://www.youtube.com/watch?v=-cAhJJpNZp4&feature=youtu.be>

St. Paul's Vacation Bible School, Nassau Bay, Texas

Aug. 2014

Director's Assistant

- Photographed events and managed the Shutterfly account
- Created PowerPoint presentations and handouts for children
- Assisted in administrative tasks for director and volunteer coordinator

Honors & Activities

- Phi Kappa Phi, Golden Key and National Society of Collegiate Scholars member
- First in class of 148 Media & Communication graduates
- College of Media & Communication London Study Abroad Maymester, May 2014
- Texas Tech University Honors College member

Skills

Proficient in:

- | | | |
|-------------|------------------|-----------------------|
| • AP Style | • Meltwater News | • Adobe InDesign |
| • MS Office | • Newswise | • MovieMaker |
| • WordPress | • OmniUpdate | • Digital Photography |