

# EMILY M. LYNCH

## STRATEGIC COMMUNICATOR

### PROFESSIONAL SUMMARY

Accomplished student with a proven track record in all aspects of the creative process - conceptualization, planning and execution. Seeking an internship position in the field of social media and public relations where I can apply my knowledge and further develop my skills.

### CORE SKILLS

Data Analysis  
Social Media Marketing  
Event Planning  
Project Management  
Microsoft Word and Excel  
Photo Shop, InDesign, Illustrator, Canva  
Web Design, HTML, CSS and WordPress  
Salesforce, Sprout Social and Hootsuite

### CONTACT INFORMATION

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### EDUCATION

#### University of Wisconsin-Madison

Bachelor of Arts in School of Journalism & Mass Communication | December 2020

- Digital Studies Certificate
- Entrepreneurship Certificate
- Dean's List Fall '19
- Member of Public Relations Student Society of America
- Member of Student Retail Association
- Member of the Dean of Students Advisory Board

#### University of Alabama

Bachelor of Arts | Completed Fall 2016 Semester

- Dean's List Fall '16
- Member of Alabama Management Society
- Member of UA Meeting Professionals International
- Member of Best Buddies

### EXPERIENCE

#### Communications Intern

Wisconsin School of Business - Integrated Marketing Communications | October 2019 - Present

- Assist with curating, analyzing and reporting on audience engagement and metrics across all social media outlets
- Proof and publish online articles through WordPress
- Support editorial initiatives by researching story ideas and analyzing competitive market strategies on peer schools
- Perform other duties on an as-needed basis, including public relations and marketing functions

#### Vice President

Public Relations Student Society of America | May 2019 - Present

- Plan general chapter meetings including coordinating and managing speaker arrangements for 70+ members
- Plan and coordinate all agency tours
- Assist PRSSA President with decisions regarding organization structure, operating procedure and chapter development
- Create and manage a new mentorship program

#### Account Executive

Bucky Public Relations | September 2018 - May 2019

- Directly managed client relationship, identified goals and expectations, and provided status updates
- Led a seven-member team in developing and implementing public relations strategy and events for Wisconsin Organ and Tissue Donation

#### Public Relations & Social Media Intern

PLH-Associates, LLC | May 2018 - August 2018

- Worked directly with franchise team executives to develop and implement public relations, marketing, and pre-sale strategy for launch of Anytime Fitness
- Set strategy with team for promoting awareness, establishing social media presence, and coordinating events

#### Conferences and Special Events Intern

University of Wisconsin-Madison Learning and Talent Development | November 2017 - February 2017

- Assisted with planning and delivery of occupation-based education programs and learning events open to university employees
- Designed social media campaigns to promote events by using diverse forms of technology