

Emily A. Linginfelter

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Education

Xavier University College of Arts and Sciences

B.A. Digital Media, Public Relations and Advertising Triple Major | Media Studies and Communication Arts Double Minor
Magna Cum Laude | GPA 3.79/4.00 | May 2017 | Cincinnati, OH

Skills

- **Professional Writing** – Public relations, journalism, storytelling, cross-channel writing, digital composition and copywriting
- **Editing** – Associated Press Style, copyediting, proofreading, formatting, citations and references
- **Research** – Situation analyses, SWOT analyses, audience research, primary research (quantitative and qualitative) and secondary research (literature reviews, audits and meta-analyses)
- **Digital Media** –Website construction, one pagers, templates, newsletters and social media (planning, execution and evaluation)
- **Software** – Constant Contact, TrendKite, Adobe Creative Cloud (Photoshop, InDesign, Dreamweaver and Acrobat), Canva, Microsoft Office (Outlook, Word, PowerPoint and Excel), Google Drive, Slack and CMS (WordPress, Campus Suite and SiteCore)

Experience

Specialty Marketing Associate | Mayo Clinic Laboratories
October 2018 – Present | Rochester, MN

Public Relations and Marketing Intern | Mercy Health Corporate Office
December 2017 – October 2018 | Cincinnati, OH

- Writing more than 70 news releases for the Cincinnati and Springfield regions.
- Coordinating and managing 21 radio interviews on 700 WLW's Mercy Health Medical Minute weekday segment and podcast.
- Developing Vitals, the chief clinical officer's monthly newsletter to 1,580 Mercy Health – Cincinnati physicians.
- Measuring media output (SOV, media mentions, readership, key messages and sentiment) and creating quarterly reports for the Cincinnati and Springfield regions, ministry-wide campaigns and public relations crises via Trendkite.

Marketing and Communications Intern | Xavier University Career Development Office
May 2016 – May 2017 | Cincinnati, OH

- Wrote, collected and edited messages for eight Career ConneXions newsletters and eight corresponding WordPress blog posts. The newsletters were distributed to more than 11,000 Xavier University students and faculty via email.
- Developed, composed and edited five articles and copyedited two issues of Your Future Today! magazine.
- Created, implemented and evaluated a social media plan. Its objectives included increasing awareness of supportive services and events, transitioning online followers to visitors, increasing interactions through mentions, shares, likes and comments and measuring social media analytics for an audience of 2K followers on Facebook, WordPress and Twitter.

Staff Writer | Xavier University Newswire
February 2015 – August 2016 | Cincinnati, OH

Organizations

Public Relations Society of America (PRSA)
Spring 2017 – Spring 2018 | Cincinnati Chapter Member | Cincinnati, OH

Lambda Pi Eta (National Communication Association Honor Society)
Spring 2016 – Present | Alpha Gamma Zeta Member | Cincinnati, OH

Public Relations Student Society of America (PRSSA)
Fall 2014 – Spring 2017 | Xavier University Chapter Member, National Affiliation | Cincinnati, OH

- President | Spring 2016 – Spring 2017
- Public Relations Director | Fall 2015 – Spring 2016

Honors and Awards

Cincinnati PRSA Blacksmith Awards, Mercy Health | November 2018

- Communications Team of the Year
- Award of Excellence for Integrated Communications Campaign
- Award of Excellence for Best Emerging Channel

Magna Cum Laude, Xavier University | May 2017

Lawrence J. Flynn Award for Highest Academic Distinction in Communication Arts, Xavier University | April 2017

Dean's List, Xavier University | Fall 2013 – Spring 2017

Catholic Dean's Award, Xavier University | Fall 2013 – Spring 2017