

# 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

## Experiences

**Education Coordinator** | Mayo Clinic, Experience Training, Education & Coaching and Patient & Visitor Conduct | September 2022–January 2023 | Rochester, MN

- Managed and monitored seven multidisciplinary experience education programs, leadership coaching sessions, scripting services, department consultations and customized trainings on behalf of eight experience advisors and more than 1K elective participants per business quarter.
- Assembled and tracked approximately 40 patient misconduct warning letters and documentations per month on behalf of Mayo Clinic Global Security Services, Legal Department and Patient & Visitor Conduct.
- Organized Mayo Clinic's monthly SAFER series, an internal accreditation webinar offering expert opinions about misconduct causations and evidence-based approaches to deescalate threatening emotions, behaviors or environments.

**Practice Communications Specialist** | Mayo Clinic, Communications Department | April 2020–September 2022 | Rochester, MN

- Composed more than 430 internal articles for seven service lines within the Quality and Affordability division.
- Supported more than 75 leadership memos on behalf of the chief value officer, chief safety officer, Quality and Affordability chair and Nursing Quality Services administrator via Poppulo and Microsoft Outlook.
- Produced 19 editions of Citation, Accreditation and Regulatory Resources' monthly newsletter, to 1,989 subscribers via Poppulo.
- Led the copy and design of 12 intranet pages and one internet page for Quality and Affordability via WordPress and HTML code.
- Supported COVID-19 communications to increase awareness of Mayo Clinic's policies and procedures, clinical staffing shortages, vaccines, supply chain shortages, Food and Drug Administration recalls, occupational and patient safety best practices, expense reductions and furlough resources.

**Specialty Marketing Associate** | Mayo Clinic Laboratories | October 2018–April 2020 | Rochester, MN

- Supported digital and print media for the gastroenterology, infectious diseases, therapeutics and renal diagnostics service lines.
- Wrote, recorded and audio edited more than six podcast episodes with providers for the "A Test in Focus" segment.
- Monitored and published new tests offered to Mayo Clinic's external and internal clients each month on [mayocliniclabs.com](http://mayocliniclabs.com).
- Updated, edited and digitized Mayo Clinic Laboratories' 115-page style guide for scientific composition.

**Public Relations and Marketing Intern**, Mercy Health Corporate Office  
Dec. 2017–Oct. 2018  
Cincinnati, OH

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

**Public Relations Student Society of America Chapter President**, Xavier University  
Feb. 2016–May 2017  
Cincinnati, OH

**Staff Writer**, Xavier University Newswire  
Feb. 2015–Aug. 2016  
Cincinnati, OH

## Skills

- **Professional Writing:** Public relations, journalism, internal communications, storytelling, cross-channel writing, digital content development, artificial intelligence integration and sales copywriting.
- **Editing:** Associated Press style, American Medical Association style, Chicago Manual style, copyediting, proofreading, readability formatting, layout design, plain language interpretations, citations and references.
- **Research:** Situation analyses, SWOT analyses, audience research and measurement, 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).
- **Platforms and Applications:** Adobe Creative Cloud (Photoshop, InDesign, Audition, Dreamweaver and Acrobat), Microsoft Office (Outlook, SharePoint, OneDrive, Teams, Planner, Word, PowerPoint and Excel), Desk-Net, Poppulo, WordPress and WorkFront.

## 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

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

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

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