




EMILY GUTRICH

 317.507.9910

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 Laguna Beach, CA

EDUCATION

BACHELOR OF ARTS

Journalism – Public Relations

Indiana University Bloomington

Graduated May 2018

MINORS

Business, Marketing

TEACHING CREDENTIAL

Fresno State University

Graduated 2021

STRENGTHS

Organization/ Time Management

Work Ethic

Leadership

Professional Writing

Creativity

Microsoft Office for Mac and Windows (Excel, Access, PowerPoint, Outlook, Word)

Cision

Sales Pitching

Interpersonal Communication

Research

WORK EXPERIENCE:

Kindergarten Teacher / Reading Specialist (Temporary Role)

Litchfield Elementary School District #79 – Buckeye, AZ / August 2023 – May 2024

- Lead teacher for a kindergarten class of 18 students from August until January – asked to transition to a Reading Specialist role for 2nd-5th grade students for the remainder of the year to meet the current needs of the school

Kindergarten Teacher

St. Juliana Falconieri – Fullerton, CA / August 2020 – June 2023 (Student Taught for 2020-2021)

- Lead teacher for kindergarten classes of 22 & 23 students for the 2021-2022 and 2022-2023 school years
- Handled all curriculum selection and parent communication for the kindergarten class, meeting all the expectations of a lead classroom teacher
- Student taught in grades TK-8th while obtaining a California state teaching credential and meeting all needs of the school during the COVID-19 pandemic

Assistant Account Executive

Development Counsellors International – Los Angeles, CA / November 2019 – July 2020

Clients: Visit Seattle, Visit Huntington Beach, Visit Oakland, Visit Berkeley, Visit Long Beach and Visit Buena Park

- Utilized Cision and conducted media research to create diverse and purposeful media lists targeting travel and lifestyle media
- Aided clients by pitching and drafting story ideas, developing strategies and tactics, drafting press releases, garnering placements, and participating in creative pitching brainstorming as well as execution
- Developed materials such as creative stories incorporating brand messaging, briefing books and sales presentations
- Cultivated relationships with reporters within their beat, handling all information requests and facilitating interviews with industry experts
- Managed multiple, daily client deliverables efficiently, ensuring all deadlines were always met and prioritized accordingly
- Navigated the unsteadiness and decline in travel media during COVID-19, while still producing client destination coverage in top tier media outlets
- Secured key client coverage in outlets such as USA Today, Forbes, The Boston Globe, Martha Stewart Living, Fodor's Travel, ShermansTravel and TripSavvy

Account Coordinator

The Brand Amp – Costa Mesa, CA / February 2019 – November 2019

Clients: ZAGG, mophie, InvisibleShield, BRAVEN, IFROGZ, gear4, SleepScore Labs, Hot Wheels, LINKSOUL, bioDensity and Exer Urgent Care

- Created and update coverage tracking spreadsheets including weekly and monthly reports
- Provided on-site event assistance and planning including conducting media and dignitary outreach
- Secured key client coverage in outlets such as CNN, CNET, Digital Trends, WIRED, CBS Sports, Associated Press, and Real Simple

Disney College Program

The Walt Disney Company – Anaheim, CA / August 2018 – January 2019

- One of nearly 400 students selected from over 30,000 applicants to work as a Cast Member in the Fall 2018 Disneyland College Program, which includes collegiate courses centered around professional development.
- Demonstrated a strong work ethic by delivering exceptional guest service daily and fulfilling the intended purpose of the parks