

Emily M. Voglewede

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Professional Experience

Westwind Communications; Canton, Mich., April 2013 – present

freelance writer, former intern

- Manage social media for clients and company to promote partnership with existing and prospective clients
- Write and edit press releases, promotions and marketing material
- Draft media contact lists through Agility and regularly update contact lists

Mary Kay Cosmetics; Livonia, Mich., November 2015 – present

beauty consultant

- Expand personal customer base through sales
- Coach clients through product selection and application
- Book promotional events and present products to potential clients

OpTech; Troy, Mich., April 2015 — October 2015, temporary position

public relations coordinator (worked closely with the **marketing department**)

- Wrote press releases, marketing material, social media and website content
- Managed social media calendar, responded to online inquiries
- Assisted in event planning/served on the programs committee, executed all small-scale events
- Conducted market research on prospective clients with IT needs

AutoCom Associates; Bloomfield Hills, Mich., September 2013 – March 2015

account associate

- Wrote press releases, media advisories and website content, localized text
- Constructed client media reports to index coverage
- Assisted in event planning (wrote media advisories and invitations, made press kits, reservations and name tags)
- Arranged meetings and follow-ups with clients I managed

Ford Motor Company; Dearborn, Mich., summer 2012

intern

- Wrote press releases for Ford's Motorsports in collaboration with Ford's communications vendor (PCG Campbell)
- Helped plan and execute promotional events
- Assisted in managing social media platforms, including: Facebook and NASCAR Channel

Community Volunteer Experience

- Involved with preparing food for inner-city youth through OLCG ministry; December 2007 — present

Affiliations

- Women in Communications Detroit Chapter; board member, 'member connect' committee, May 2014 – present
- Hubbell Connections (MSU's student PR firm); account associate, October 2011 — October 2012
- MSU's 89 FM —The Impact; radio personality/DJ and news reporter, December 2010 — May 2011
- MSU's —The Show (longest running university sitcom in U.S.); crew member, September 2010 — May 2011

Additional Skills

- Experience with PR Newswire and Business Wire, Constant Contact, Hoovers, Agility, MaxHire, Prezi, PowerPoint and Excel
- Clearly understand social media platforms
- Knowledge of AP style format
- Basic InDesign, Photoshop ability

Education

Michigan State University; Graduation May 2013

bachelor's degree in Communication, specialization in public relations

- **GPA: 3.5/4.0**
- On dean's list (4/6 semesters)
- National Society of Collegiate Scholars member