

Emma Gauthier

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COMMUNICATIONS & CONTENT DEVELOPMENT

Offers a unique combination of skills as in copywriting, media relations, project coordination, and campaign management to help organizations expand and engage audiences to promote a cause. Excels under pressure of deadlines and in crisis situations. Works well across sectors and with the media to develop and grow mutually beneficial partnerships and share information. Comfortable utilizing data and technology to improve effectiveness of outreach through digital and social media channels.

KEY SKILLS

Content Development
Copywriting
Interviews & Research

Editing
Multimedia
SEO

Presentations
Social Media
Media Relations

WORK EXPERIENCE

BUSINESS WIRE, Boston, MA

March 2019 to September 2020

Newsroom Editor

Format and edit press releases for spelling, punctuation, and grammar for an organization that distributes content to 162 countries through over 100,000 media outlets. Provide content change suggestions. Monitor and resolve issues with press release distribution to media outlets, email and fax lists, BW website, and multiple other wire services. Work with client companies to ensure that press releases are classified properly for alignment with the appropriate target markets and through the desired media channels.

- Worked with a foreign language translation service to address concerns from a client regarding content targeting its Dutch-speaking audience

UNIVERSITY OF RHODE ISLAND, Kingston, RI

April 2018 to December 2018

Writer for the Department of Communications & Marketing

Ensured accuracy by rigorously editing content, following up with sources, fact-checking all information, and consulting with department staff. Assisted in the management of websites to ensure ongoing alignment with branding and messaging standards and strategies. Coordinated event coverage by scheduling and working with photographers, interviewing speakers and attendees, and writing stories.

- Updated old websites and created online content using HTML and CSS on platforms including WordPress, Google Drive, and iModules email distribution service
- Wrote numerous press releases and stories about faculty and student accomplishments, events, and research in a clear, concise manner that were delivered to Rhode Island and regional media and posted to the URI website to inform thousands of URI staff, students, and community members

DAN MCKEE FOR RI, Providence, RI

Spring 2018 to Fall 2018

Associate Director of Communications

Drove messaging through email outreach and social media, including writing, editing, revisions, testing, and distribution to promote the RI lieutenant governor's successful reelection campaign. On the team that generated press releases. Conceptualized and executed proactive and reactive media strategies including vetting media requests, writing and pitching press releases, and keeping press lists up-to-date. Tracked and analyzed data to increase audience engagement and optimize ROI from funds raised.

- Leveraged Blue Utopia's specialized email distribution service as the foundation of a fundraising campaign that generated \$15,000

- Spearheaded the “Stand with Dan” interview series launch and subsequent promotion on social media sites Facebook, Instagram, and Twitter
- Assisted in the development of talking points for the candidate; researched critical topics to prepare Mr. McKee for media interviews and speeches

THE GOOD FIVE CENT CIGAR, Kingston, RI

Spring 2017 to Fall 2017

Editor-in-Chief

Managed a staff of 30 editors, reporters, photographers, and ad clerks for the University of Rhode Island’s newspaper over the course of two semesters. Coached team on reporting, writing, and newsroom skills and to develop compelling original content for use across digital and web platforms. Laid out print newspaper in InDesign; produced and edited images using Photoshop; updated website structure and content using HTML and CSS. Promoted content through the paper’s social media outlets.

- Elected as Editor-in-Chief following success as contributing reporter, staff reporter, web editor, and news editor
- Urged to reengage as public relations and damage control advisor to quell campus outrage following publication of a poorly conceived issue in 2018. Assisted in the development of the paper’s crisis communications response protocols
- Edited and approved all newspaper content weekly, including 30 to 40 print stories, photos, captions, and additional web content for grammar, punctuation, spelling, AP style, and overall quality
- Authorized publication of a controversial article on sexual assault that garnered 10,000 views and led to the University implementing a campus culture survey to identify opportunities to improve student safety and peace of mind

Freelance work: Cape Cod Times; Gatehouse Media

EDUCATION

UNIVERSITY OF RHODE ISLAND, Kingston, RI

Bachelor of Arts in Journalism & English (2018)

VOLUNTEERISM

DAY ONE RHODE ISLAND

Advocate (2018 to present)

Advocate on behalf of victims of sexual assault, domestic violence, hate crimes and human trafficking.

NATIONAL ORGANIZATION FOR WOMEN

Legislative Committee Co-chair; Rhode Island (2018 to 2019)

RHODE ISLAND STUDENT COLLABORATIVE

Legislative Committee Liaison (2017 to 2018)