

# Emily Lormand

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Mobile, AL

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## Education

**Spring Hill College**  
Mobile, AL

### **B.A. in Writing**

English Minor  
Certificate in Professional Writing  
Magna Cum Laude with Honors

## Experience

**Feb 2025 - Present**  
Mobile, AL

### **Assistant Director of Marketing and Communications** **Spring Hill College**

- Researched and composed copy for 12 press releases on institution website, internal communications, and third-party presses.
- Managed the department's social media page by creating content that leverages trends and vital information to generate an increase of 182% profile activity and a 91.4% increase in accounts reached over a 90 day period.
- Edited and proofread email, SMS, and social media campaigns composed by a third party company to guarantee sufficient brand continuity, grammatical correctness, and conformity to AP style guidelines.
- Developed the institution's seasonal Alumni Magazine by balancing the research and composition of 18 stories while communicating effectively with a variety of reviewers and contacts to ensure on-brand, mission oriented content.
- Led a social media team by assigning projects and ensuring the timelines are met and expectations are exceeded.
- Developed copy for the institution's virtual tour covering 205 points of interest across 6 tours, each targeted to a different audience.
- Managed and updated content on the institution's website and coordinated teams within various departments to gather current statistics and update them on third-party websites.
- Processed 20+ weekly invoices, reimbursements, and mileage reports using Jenzabar to ensure seamless operations during the busy travel season.
- Coordinated busy schedules of 7 high-level staff to organize interviews with 5 candidates for an internal position and served as the primary contact for the candidates prior to their interview, managing the dates, times, names, and locations for each individual, seamlessly.
- Served as a meeting liaison between the Admissions and Marketing departments and coordinated projects between them.

**Jan 2025 - Feb 2025**  
Mobile, AL

**Admissions Office Coordinator**  
**Spring Hill College**

- Enthusiastically greeted, assisted, and directed visitors according to their individual needs and circumstances.
- Managed a multi-line phone system by efficiently routing calls, taking messages, and communicating effectively both within and outside the office.
- Performed data entry and record keeping through Salesforce, the Common Application, and various other document upload portals, ensuring accuracy by navigating various databases and programs with ease.
- Collected and secured sensitive user data with discretion and professionalism.

**Aug 2024 - Nov 2024**  
Houston, TX

**Freelance Editor**  
**Novel Editor**

- Edited a 90,000 word manuscript according to MLA guidelines with a focus on line editing and grammatical proofreading to ensure readability and accuracy for publication.
- Led frequent meetings with the author to ensure integrity of creative vision and writing voice.
- Assisted in drafting plot synopsis and a query letter for potential publishing agents.

**June 2024 - Aug 2024**  
Houston, TX

**Content Development Intern**  
**N.F. Smith & Associates**

- Collaborated closely with a global network of colleagues spanning 4 different time zones.
- Participated in bi-weekly departmental meetings to ensure clear communication regarding content development and project progress.
- Created educational courses for the company's continued education program by selecting and cutting videos, writing discussion based questions, and making comprehension assessments and activities.
- Composed an overarching project scope for the cybersecurity learning plan and designed 3 cybersecurity courses.
- Designed 12 courses teaching the cultivation of soft skills in the workplace.
- Researched work management solutions and helped facilitate migration from monday.com to Jira to optimize departmental productivity.

**Aug 2023 - May 2024**  
Mobile, AL

## **Editor-in-Chief and Intern**

### **The Motley**

- Managed budget for club finances.
- Collaborated with college faculty along with student writers, editors, and artists to develop and design the layout of Spring Hill's 60-page arts and culture publication
- Recruited members and conducted biweekly meetings to maintain the organization and plan events.
- Garnered submissions for publication by speaking with various groups and classes.
- Implemented feedback from faculty advisors into daily processes, work tasks, and products.
- Communicated and collaborated with peers and faculty to smoothly guide the submission process and to edit creative works for publication with an eye toward their vision.
- Developed a comprehensive manual outlining the responsibilities and expectations for interns and future staff members, including a proposed timeline and concrete steps for compiling, editing, and finalizing the product.
- Designed and composed content for organization's website and social media accounts.

**Aug 2021 - Dec 2021**  
Mobile, AL

## **Education Library Clerk**

### **Spring Hill College**

- Instructed patrons to successfully navigate electronic databases for research.
- Directed patrons to locate books, education kits, and teaching materials.
- Worked independently, trusted with minimal oversight and confidential filing.
- Composed instructional materials identifying Education Library position responsibilities and expectations.
- Created onboarding documentation for newly hired Education Library clerks, outlining tasks and responsibilities.
- Implemented department-wide organizational system for ease of accessing files, incoming and outgoing mail, and interdepartmental correspondence.

# Skills

## Tools and Platforms

- Google Workspace
- Microsoft Suite
- Atlassian Suite
- Monday.com
- Basecamp
- Wordpress
- Canva
- Slack
- Zoom

## Core Competencies

- Project management
- Brand continuity
- Attention to detail
- Communication and collaboration
- Organization
- Interview and Research

## Technical Skills

- MLA, AP, and Chicago style
- Writing and editing
- Data analytics