

Contact

Phone

714.686.8965

Email

egholland88@gmail.com

Address

Seattle, Washington

Portfolio

[egholland88.journo](#)
[portfolio.com](#)

Education

2013-2017

Journalism B.S.

California Polytechnic State University -
San Luis Obispo

Relevant Coursework:

- Advanced Reporting
- Feature Writing
- Editing
- Mass Media Law
- Public Relations
- Journalism Ethics
- Radio Broadcasting
- Multicultural Society and Mass Media

Skills

- Social Media (Twitter, Facebook, LinkedIn)
- WordPress
- Office 365
- Marketo
- Constant Contact
- Adobe Creative Cloud
 - Photoshop
 - Acrobat
 - InDesign
 - Premiere
- Canva Pro
- AP Style
- Slack/Teams

Publications

2017

Research Project

"Reducing Partisan Bias for a Better-Informed Public"

This study focused on bias in political journalism, attempting to find how journalists can improve the quality of their work for a better-informed public.

Three experts within relevant fields were asked the same questionnaire in an individual interview setting. These interviews were used to further the information already available in the literature, while also attempting to fill in the research question gaps found.

Emily Holland

Strengths: both a left-brained and right-brained thinker, storytelling, meeting deadline, writing/editing, analyzing data, organization, event planning and project management, multi-tasking, self-motivated with a strong work ethic, integrity, honesty, resourcefulness, quick and accurate reporting, and news judgment.

Experience

October 2021 - Present

University of Washington Department of Radiology | Seattle, Washington

Communications/Events Specialist

- **Communications Administration**
 - Manage the department's social media accounts (Twitter and LinkedIn)
 - Twitter account received 5x more profile visits and 4x more impressions in the first four months of 2022 compared to the first four months of 2021 (before my hire).
 - Started the LinkedIn account in January 2022 and have amassed more than 125,000 impressions, 3,500 reactions to posts, and nearly 500 followers.
 - Revamped the department's website, including installing a new WordPress theme, coordinating with sections to redesign pages, creating and implementing a style guide and ensuring content stays up to date.
 - Develop and implement the department's brand consistent with university brand standards, including creating signage, social media posts, newsletters, video and other misc. communications.
- **Equity, Diversity and Inclusion (EDI) Committee Coordination/Event Planning**
 - Coordinate and attend all committee and subcommittee meetings and keep track of action items.
 - Coordinated a two-day weekend immersion program for 13 underrepresented minority high school students with more than 30 faculty and staff involved in the programming.
 - Scheduled conference rooms, created programming and schedule, ordered materials, and was on-site coordinator for each day.
 - Coordinated and planned a four-week paid internship for six underrepresented minority high school students with more than 50 faculty and staff involved.
 - Scheduled conference rooms, created programming and schedule, ordered materials, coordinated entire UW Youth Program registration and compliance, acted as on-site coordinator for each day.
- **Event Management Coordination**
 - Plan and coordinate other non-EDI department-wide events including Grand Rounds lectures and social events.
 - Manage event content, promotional strategy, contract negotiation for services, and more.

April 2020 - September 2021

California State University, Long Beach

Writer/Communications Specialist, Strategic Communications

- Research, interview and write feature stories that communicate the university's brand themes with a focus on SEO and AP Style to update website twice per week.
- Create and curate content for designated market segment's quarterly newsletter, website and private Facebook group. Market segment comprised of approximately 3,500 university stakeholders.
- Research, interview and write spotlight stories for \$275 million fundraising campaign as well as long-form and spotlight stories for 'Quest' research magazine.

June 2017 - April 2020

Patch.com | Los Angeles County, California

Los Angeles County Reporter/Editor

- Produced and published community news stories for 18 cities in L.A. County, including music, arts, crime, business, politics, schools and feature stories for a minimum of 30,000 daily subscribers.

Volunteering

March 2022 - Present

Volunteer Dog Walker

Seattle Animal Shelter

- Practice training and leash skills with a wide variety of dogs for a minimum of 2 hours/week

2019-2021

Radio Disc Jockey

KLBP Long Beach Community Radio

- Produced and hosted a two-hour weekly music radio show, including selecting music that flowed based on the music curve, on-air transitions with background information and weaving requests into the show

2014-2017

Mentor, Radio Disc Jockey and

Content Creator

KCPR Cal Poly Radio

- Produced and hosted a two-hour weekly music radio show
- Mentored new members of the station quarterly
- Contributed articles to the website including opinion pieces, social affairs and music festival coverage
- Had the most-listened to radio show for six consecutive quarters

Interests

- Music
- Spending time outdoors
- Rollerskating
- Reading
- Weightlifting
- Art
- Sewing
- Thrifting

- Maintained an emphasis on meeting deadlines, quick and accurate breaking news reporting (including curating social media content to include in the stories), editing, social media management, and creating multimedia content with SEO and AP Style.
- Coordinated election coverage across 18 cities and led reporting team with in-depth, multimedia coverage of the Woolsey Fire.
- Covered music festivals (Coachella, Desert Daze, etc.) by writing weekend wrap-ups, filming and editing recap videos, and taking photos.
- Wrote award-winning features including a long-form obituary on West Hollywood Jesus and a piece illustrating the human side of California's mental health care crisis.

March - June 2017

Santa Maria Sun | Santa Maria, California

Editorial Intern

- Wrote three fit-to-print stories per week on a wide array of topics including: local news, arts and entertainment, and sports.
- Heavy emphasis on refining AP style, editing and interviewing skills.

September 2016 - July 2017

Cal Poly University, San Luis Obispo | San Luis Obispo, California

Undergraduate Research Assistant

- Selected by professor for project, researching bias in political reporting, focusing on source use and framing within network and newspaper coverage of the PPACA and the 2016 Election.
- Gathered data from newspapers, news shows and Twitter accounts and then analyzed the data in Excel to find trends.

References

Janet Busey

Assistant Director of Research,
University of Washington Department of Radiology

Phone: 206-853-2309

Email : janetbusey@gmail.com

Janis Carr

Senior Writer
California State University, Long Beach

Phone: 714-904-4093

Paige Austin

Supervisor/Editor
Patch.com

Phone: 714.721.1222

Email : paigeleighaustin@gmail.com

Bethany Conway

Research Project Lead/Professor
California Polytechnic State University, San Luis Obispo

Phone: 805-756-2045

Email : baconway@calpoly.edu