

EMILY BLANKENHORN

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my website

KEY SKILLS

Soft Skills

- Create infographics/graphics using colors and fonts which are most effective and attractive to target audience
- Manage social media to positively influence/educate others and expand consumer reach through research and innovative techniques
- Public relations planning and research in order to create/implement campaigns through both data and intuition
- Efficiently, effectively, and respectfully lead projects based on strong communication with entire team and client
- Confidently and calmly organize, set, and reach goals for multiple deadlines
- Implement creative ideas and logical problem-solving skills across multiple situations and platforms
- Develop strong working rapport with co-workers and team members

Hard Skills

- Canva/Fotor
- MailChimp
- Wordpress
- AP style writing
- SEO writing
- Microsoft Office
- Audacity

EXPERIENCE

Econogy Talent Group / Summer 2018

Social Media and Crowdfunding Specialist

- Manages crowdfunding campaign for an animated web series, including managing all social media posts a month before and during campaign, and overall managing everything that goes on with the campaign
- Manages Econogy social media via Facebook and LinkedIn focusing on the theme of innovation
- Assists owner on other projects, such as writing strategy proposals

Indie Band Guru / 2017-2018

Music Editorial Intern

- Writes a positive, 350+ word article about assigned single or album per week
- Uses WordPress to create most effective SEO writing per review
- Conducts extensive research on each artist for each review
- Writes clearly and concisely but exercises creative techniques to add voice and character to each review

NPR Berlin / Spring 2017

Podcast Editorial Intern

- Interviews Berliners and records all audio for NPR Berlin's "Question of the Week" 60-second podcast, which aired on the 104.7 radio frequency in Berlin each week, as well as was posted on NPR Berlin's official website
- Assembles all audio recordings, background sounds, and music via Audacity (or Adobe Audition) to create the final podcast
- Concisely writes beginning and ending of podcast, records it in recording studio, and edits all components together by strict deadline each week

EDUCATION

Indiana University - May 2018

Bloomington, IN

BA Advertising & Public Relations

Minor in Music Studies

CIEE Global Institute - 2017

Berlin, Germany

Spring semester studying abroad

Saint Ursula Academy - 2014

Cincinnati, OH

High school diploma

ADDITIONAL EXPERIENCE

Indiana University Dance Marathon

Public Relations Committee

- Created / implemented 2 fundraising campaigns
- Individually raised > \$1,000 per year

Delta Gamma Sorority

Director of Public Relations

- Managed Facebook, Instagram, Tumblr

Public Relations Student Society of America

Events Committee