

## Emily C. Luiz

434 W. Diversey Pkwy, Apt. 1A, Chicago IL 60614

[Emily.Luiz@gmail.com](mailto:Emily.Luiz@gmail.com) ~ 949-636-9732 ~ [www.emilyluiz.com](http://www.emilyluiz.com)

### Corporate, Consumer and Social Media Public Relations Experience

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#### **Zocalo Group | Chicago, IL**

*Social Media Word of Mouth Intern*

**Oct. 2009 - Present**

- Coordinate SUBWAY, I Can't Believe It's Not Butter! and Chicago Convention and Tourism Bureau accounts. Assist in executing social media and word of mouth campaigns including blogger and eminent monitoring and engagement. Support client Facebook and Twitter accounts through content production and moderation. Conduct and report online conversation analysis and measurement.
- Research and compile weekly internal report highlighting trending digital opportunities for clients and providing insights into future trending topics by analyzing past events. Maintain internal Digital Trend Jacking blog. Assist with new business development and contribute to company blog.

#### **Hudson Highland Group | Chicago, Ill.**

**April 2009- Sept. 2009**

*PR and Marketing Specialist*

- Assisted in maintaining the [IT Hire Wire](#) blog through coordinating blog post development with Hudson recruiters, uploading posts using basic HTML and driving traffic to the blog. Developed a social media business case for Hudson's global senior leadership team encompassing strategy, implementation and training materials.
- Strategically garnered placements for our executives through media training, pitching and developing media backgrounders. Assisted in executing a segment for [WGN-TV](#), positioning a guest blogger on [FOX Chicago's Money Wise](#) site and securing print placements.

#### **GolinHarris | Chicago, Ill.**

**Jan. 2009- March 2009**

*Corporate, B2B, Crisis and Issues Management and Consumer Public Relations Intern*

- Coordinated Underwriters Laboratories consumer, corporate, issues and crisis management accounts.
- Carbon Monoxide Awareness week responsibilities included event planning and media coordinating, drafting media backgrounders and materials, compiling briefing books and pitching to radio and mom bloggers.
- Conducted a media audit detailing all media coverage from 2006, drafted a media relations recommendation that included proactive and reactive media outreach to environmental and sustainability trades. Researched and proposed speaking opportunities for UL's CEO.

#### **Weber Shandwick | Chicago, Ill.**

**Sept. 2008- Dec. 2008**

*Consumer Food & Nutrition Public Relations Intern*

- Coordinated Got Milk?, Oreo, Electrolux, Wine Market Council and Stove Top accounts including targeted research for major publications and broadcast sources pertaining to client and competitor interest, composing press materials and pitching media.
- Facilitated the launch of Suze Orman, Heidi Klum, Taylor Swift and 'Biggest Loser' got milk? ads by pitching online media including mommy, fashion, celebrity, lifestyle and sweepstakes bloggers. Compiled a marketing mix analysis demonstrating the effectiveness of all campaigns launched in 2008 and drafted POVs for celebrities to be considered for future got milk? campaigns.

#### **Ketchum | London, United Kingdom**

**May 2008**

*Public Relations Beauty Accounts Assistant*

- Coordinated Max Factor, Olay, Gillette and Oral B accounts. Duties included send outs, media monitoring, coverage scans, competitor media monitoring and contacting media for upcoming features and promotions.

#### **Hill & Knowlton, Inc. | Irvine, Calif.**

**Oct. 2007- April 2008**

*Consumer Public Relations Intern*

- Coordinated Ford Warriors in Pink, BFGoodrich Tires, Mazda, HMSHost and City of Rancho Cucamonga accounts. Created media lists, collected and organized clips, produced impression reports, compiled wrap-up reports and pitched to media. Compiled case studies for prospective clients and conducted research for new business.
- Staffed media center for the Tournament of Roses duties included pitching, credentialing, directing press, media monitoring and clipping. Assembled WIP SABRE award submission and wrote bylined article for Mazda Design Challenge and travel itineraries for the City of Rancho Cucamonga.

### Leadership, Extracurricular Activities and Community Involvement

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*Public Relations Manager, National Student Advertising Competition*

**Sept. 2006- May 2007 & Sept. 2007- April 2008**

- Lead a team responsible for creating a public relations campaign for Coca Cola and AOL's AIM and presented the IMC campaign.

*Vice President, American Advertising Federation*

**June 2007- April 2008**

### Education and Program Proficiency

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**University of California, Irvine | Irvine, Calif.**

**Graduated March 2008**

- Bachelor of Arts in Psychology and Social Behavior, emphasis in Business Management Overall GPA 3.55
- Proficient in Radian6, Cision, Vocus, Factiva, Lexis Nexis, Microsoft Office, Max OS X Leopard and basic HTML code.

~References and Portfolio available at [emilyluiz.com/portfolio](http://emilyluiz.com/portfolio)~