



EMILY CHAIET

COMMUNICATOR, WRITER, CREATOR

CONTACT

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SOCIAL

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PROFESSIONAL SKILLS

- Social media strategy
- Copywriting
- Pitching
- Account management
- Media monitoring (*Cision, Muck Rack, Brandwatch*)
- Influencer management
- Reputation management
- Graphic design
- Web design (*HTML, CSS, jQuery*)
- Microsoft Office Suite (*Word, PowerPoint, Excel*)
- Adobe Creative Suite (*Photoshop, Illustrator, InDesign, Premiere, Adobe XD*)

CLIENTS

- Amazon
- Procter & Gamble
- Leo Burnett
- Guardian Insurance
- ComEd
- Hawkeye Agency
- Pratt & Whitney
- GlaxoSmithKline

EDUCATION

NORTHWESTERN UNIVERSITY | 2016-2020
*Bachelor of Science in Journalism, Minor in Sociology,
Certificate in Integrated Marketing Communications*

RELEVANT EXPERIENCE

MSL GROUP

*Assistant Account Executive | Sept 2020 - Present
Public Relations Intern | Jan 2020 - Aug 2020*

- Develop monitoring reports that identify client mentions and key industry trends
- Create media materials such as pitches and media lists
- Produce social media content and web copy
- Craft executive visibility plans and media strategies

HER CAMPUS MEDIA

Public Relations Chair | Jan 2019 - Jan 2020

- Produced posts on Instagram, Twitter and Facebook for online magazine for female college students
- Managed giveaways and brand partnerships with brands such as Diet Coke and Garnier

CENTRO

Content Marketing Intern | June 2019 - Aug 2019

- Originated and led social media campaigns such as Intern Takeovers for Instagram account with over 1,000 followers
- Designed graphics for social media (using InDesign and Photoshop) to promote Centro's brand image

BOCA MAGAZINE

Editorial Intern | June 2018 - Aug 2018

- Wrote articles and pitched ideas for print magazine and website; most of these online stories had over 500 views
- Crafted social media posts for Instagram (@bocamag), which had over 6,000 followers

MAKE-A-WISH SOUTHERN FLORIDA

Brand Advancement Intern | June 2017 - Aug 2017

- Created and planned social media content for Facebook, Twitter and Instagram
- Wrote over 10 stories about wishes granted for Make-A-Wish Southern Florida's website and newsletter