



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, Muckrack, 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

- ALDI
- Amazon
- BodyArmor
- ComEd
- Dannon Light + Fit
- Guardian Insurance
- Jameson Irish Whiskey
- Leo Burnett
- Procter & Gamble

EDUCATION

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

RELEVANT EXPERIENCE

WEBER SHANDWICK

Associate, Client Experience | Sept 2021 - Present

- Produce social-first ideas to launch new BodyArmor flavors, working with sponsored athletes
- Compile mailer lists and create relationships with media and influencers for BodyArmor
- Manage issues and crisis situations efficiently for ALDI
- Craft executive visibility plans and media strategies to establish ALDI as a grocery leader

MSL GROUP

Assistant Account Executive | Sept 2020 - Aug 2021

Public Relations Intern | Jan 2020 - Aug 2020

- Developed monitoring reports that identify client mentions and key industry trends
- Created media materials such as pitches and media lists
- Produced social media content and web copy

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