



EMILY ROGERS


Public Relations and Communications

ABOUT ME

I am an aspiring public relations specialist with a background in journalism. I'm looking to work media relations and my passions lie in public health, the environment, and travel. I have worked with The Daily Forty-Niner and the Journalism and Public Relations Department at Long Beach State.

 619-655-1448

 emilyrogers1727@gmail.com

 www.emilyrogers.net

EDUCATION

Pursuing a Bachelors degree in Public Relations

August 2019-Current

- California State University, Long Beach

SKILLS

- Project management
- Analytics and SEO
- Pitches and journalistic pieces
- News releases, newsletters, radio releases and fact sheets
- Crisis communication
- Strategic planning

DIGITAL TOOLS

- Instagram, YouTube, LinkedIn, Twitter and TikTok
- InDesign and Canva
- Google Workspace and Microsoft Office

RELEVANT COURSEWORK

- News Writing
- Multimedia Storytelling
- Written Communication
- Digital Tools Public Relations
- Literary Journalism
- PR Case Studies
- Research Methods

ACHIEVEMENTS

- Graduating with honors
- Employee of the month
- Onboarding ambassador

WORK EXPERIENCE

Beach Media Campaign

Long Beach

DIRECTOR OF RESEARCH | CAPSTONE PROJECT January 2023-Current

- Analyzes the organization and its target publics
- Establishes campaign goals and objectives for client
- Formulates action plan and crisis response strategies
- Develops future-forward communication tactics
- Implements research to execute strategic planning

Sprouts Farmers Market

Seal Beach

FRONT END SUPERVISOR August 2019-Current

- Leads mediation with a solution-oriented mindset
- Oversees onboarding and training of employees
- Creates proactive plans to address customer issues
- Maintains strong attention to detail on the floor
- Proactively gears team toward company sales goals

Feline Good Social Club

Long Beach

CRISIS COMMUNICATIONS PLANNER September 2022- December 2022

- Developed a specific and strategic crisis management plan
- Worked closely to build relationships with in-house staff
- Catered plan goals to the organization's unique situation
- Established a comprehensive and clear communications plan

The Daily Forty Niner

Long Beach

STAFF NEWS WRITER January 2022- May 2022

- Contributed to news, sports, entertainment and health
- Pitched a series of story ideas to the editorial team
- Lead interviews for immediate digital and print coverage
- Utilized the collaborative platform Camayak in projects
- Gained a strong understanding of newspaper production

Ethikli Package Free Goods

Long Beach

PR CONSULTANT | FINAL PROJECT January 2022- May 2022

- Curated promotional materials specific to the organization
- Formulated news releases
- Established product fact sheet