

# EMMA MAURICE

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## EDUCATION

MAY 2020

PITTSBURGH, PA

### **University of Pittsburgh | GPA: 3.50**

*Bachelor of Arts in Communications and Public and Professional Writing*

- *Relevant Coursework:* Public Relations Writing, Persuasive Writing in Advertising, Public Speaking, Language of Policy and Power, Media Ethics, Composing Digital Media, Advertising and Marketing in Britain
- Dean's List: Fall 2017, Spring 2018, Fall 2018
- Lambda Pi Eta, National Communication Association's official honor society
- Sigma Alpha Lambda, National Leadership and Honors Organization
- National Society of Leadership and Success

SUMMER 2018

SHANGHAI, CHINA

### **CIEE Summer Business and Culture**

- *Changing Nature of Business in China:* course examined various aspects of the economic, social, political, and policy issues in the Asia region.
- *Communicative Chinese Language:* course taught practical oral communicative skills in Mandarin.

## PROFESSIONAL EXPERIENCE

SUMMER 2019

JERSEY CITY, NJ

### **Fidelity Investments**

*Marketing and Public Relations Intern*

- Wrote bylines, pitches, and news releases for the External Communications team, some of which were published by Bloomberg and BusinessWire. Pitched to reporters, generated media lists using Meltwater, tracked media coverage in Excel, and helped plan and execute events.
- Analyzed social media data and created monthly dashboards, drafted social media posts, conducted research, and attended various weekly internal meetings and external client meetings.
- Worked with a team of interns to create and present a capstone project to top executives and senior leadership: how AI can be implemented in talent retention.

2019

LONDON, UK

### **Instinctif Partners**

*Public Relations Intern*

- Wrote approximately 100 case studies, weekly social media posts, pitches, and weekly paper briefs. Researched possible clients to market to and assisted in the creation and delivery of communication campaigns and website projects for a range of clients.
- The first and only intern to write two blog posts for the Instinctif site, one of which was published in an international newsletter.
- Selected to be the first and only intern to host a Monday Morning Meeting, where I informed the office on recent news about Instinctif and introduced each speaker.

2017-2019

PITTSBURGH, PA

### **Juke Records**

*Social Media Manager*

- Established online social media presence, increasing Google reviews from 7 to 60+
- Created and managed Twitter with 275+ followers, Instagram with 950+ followers, managed Facebook page, updated and managed website.
- Promoted and helped execute 15 in-store events, generated advertising ideas, contacted and booked bands for performances, wrote-up orders, organized record bins, along with general store duties.

2014-2019

FLEMINGTON, NJ

### **Maurice Wutscher LLP**

*Marketing Assistant*

- Proofed and posted articles for online Consumer Financial Services Blog and for firm website.
- Drafted weekly news items regarding the firm; posted items on website and social media, including Lexology, Twitter, and LinkedIn.

## RELEVANT EXPERIENCE

2016-PRESENT

PITTSBURGH, PA

### **The Pitt News**

*Senior Staff Writer for the Culture Desk*

- Conduct multiple interviews, research topics and story pitches, and write articles by a deadline published in print and online.