

# EMMA PATTON

## *communications coordinator*

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### Education

- Certificate of UI / UX Design, Austin Coding Academy, May 2019
- M.S. Community & Regional Planning, University of Texas, May 2019
- B.A. Communication Studies, Oklahoma Baptist University, May 2017, Summa Cum Laude

### Related

- The Materials Lab** - Communications Coordinator - Current  
Managed *web pages and Mailchimp*. Grew *Instagram engagement (@materials\_lab)* from 300 to 1000+ followers.  
Documented events and created content weekly.
- The Visual Resources Collection** - Teaching Assistant- Spring 2018  
Managed *Wordpress* and social media.
- Alliance Transportation Group** - Intern - Summer 2018  
*Wrote planning document for State of Louisiana DOT, visualized data, calculated transit dependent populations, designed online content* for community engagement.
- The Washington Times** - Newsroom Intern - Summer 2016  
*Reported in the field, wrote front-page articles.*
- The Bison Newspaper** - Editor-in-chief, Online Content Editor - 2014-2017  
Managed reporters and publication layout, both in print and online. *Built the first website* for The Bison.



### Skills

- HTML, CSS, Wordpress
- UI / UX Design + Research
- Adobe Creative Suite
- Writing + Editing
- Instagram + Facebook

### Awards

- Rosalee Mills Appelby Award**  
Highest award given to a female student at Oklahoma Baptist University.
- Mark of Excellence**  
Best Breaking News Story at a Small College in 2015.

### Research

- Knowing Your Neighbors: An Analysis of the Social Media App "Nextdoor" and Human Interaction**  
Currently conducting an analysis of communication within the digital sphere of a geographically-focused social media application.
- "A Study on the Old Soul": Spiritual Communication of Older Adults with Memory Loss**  
Conducted 2 years of research for Oklahoma Baptist University on the communication patterns of dementia patients and their spiritual narratives.