

# EMILY RIPPE DESMOND

PROFESSIONAL STORYTELLER



## WORK EXPERIENCE

### SOCIAL B. MEDIA

Founder July 2011–present

Develops marketing and public relations strategies for Toledo brands; provides social media assistance and speech writing skills for company CEOs; creates marketing materials such as blogs, press releases, media alerts, and brochures; connects creative marketing professionals with clients.

### BALANCE PAN-ASIAN GRILLE

Customer Advocate July 2018–present

Answers customer feedback, ensures customers receive a quality and consistent experience, creates public relations materials for major brand announcements.

### TOLEDO MUSEUM OF ART

Marketing & PR Specialist August 2017–June 2018

Served as media contact for Museum announcements; served as editor of *ArTMatters*; created annual reports for Museum stakeholders; wrote press releases, media alerts, and newsletter messaging.

### PROMEDICA

Public Relations Specialist March 2013–Dec. 2016

Managed public-facing web properties; wrote and edited online ad content; served as editor for *ProMedica HealthConnect*; worked on multimedia projects.

### THRIVE INTERNET MARKETING

Social Media Strategist Dec. 2011–March 2013

Managed social media accounts for clients; wrote SEO-enriched blog posts; maintained online events calendar; wrote and assigned content for Toledo.com.

## EDUCATION

Bowling Green State University

- **MAJOR:** Print Journalism
- **MINOR:** Early Childhood Studies

## COMMUNITY & VOLUNTEERISM

- Mentor, *Shorties University*, 2017–2019
- Volunteer, *Komives for City Council*, 2017
- Board Member, *UpTown Assoc*, 2015–2017
- Event Planner, *Toledo SOUP*, 2011–2013

## SKILLS

- Proficient in Microsoft Office Suite
- Excellent verbal/written communication
- Expert in networking
- Problem solving

## AWARDS

- 2013 NATAS Lower Great Lakes Chapter
- Emmy® Award recipient for *ProMedica: Revealing Hunger*, 2014 Professional Silver
- ADDY Award recipient for *ProMedica: Revealing Hunger*



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