

# emily kaye



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## PROFILE

Creative, passionate PR professional who values personal relationships, strives to be a catalyst for change and thrives on juggling many tasks.

## EDUCATION

### Villanova University

2016 - 2020

B.A. Communication  
PR & Advertising  
Peace and Justice

### Danish Institute of Study Abroad

Fall 2018

Strategic Communication  
Photojournalism  
Media Studies  
Danish Language

## SKILLS

### Industry

- Adobe Creative Cloud
- Adobe Analytics
- Cision
- MuckRack
- Talkwalker
- Microsoft Office

### Interpersonal

- Creative thinker
- Detail oriented
- Highly motivated
- Clear communicator
- Excellent writer

## EXPERIENCE

### WE Communications

#### Account Executive | March 2022 - Present

Client: Microsoft (Modern Work: Teams, Viva, Office)

- Crafts pitches and story ideas, landing coverage and building relationships across tech, business and consumer media
- Contributes to large scale company events, newsletters, coverage reports and executive social amplification plans
- Leads outreach motions, social and media strategy, deck design overhauls and campaigns from start to finish
- Mentors employees both junior and senior to me, and keeps the team organized and on track with all priorities
- Serves as a trusted advisor to clients and team members

#### Assistant Account Executive | January 2021 - March 2022

Client: Microsoft (Modern Work: Teams, Viva, Office)

#### PR Intern | October 2020 - December 2020

Client: Microsoft (Modern Work: Teams, Viva, Office)

### ALSAC/St. Jude Children's Research Hospital

#### Development and PR Intern | May 2019 - August 2019

- Crafted press releases, social media content, influencer strategy, and market research for campaigns with 1M+ budgets
- Developed unique content for the St. Jude Northern California Facebook Page with over 5,275 followers

### NOVadance

#### Graphic Design Chair | April 2019 - April 2020

- Led graphic design efforts by designing promotional content and managing NOVadance.org in support of the B+ Foundation

### The Odyssey Online

#### Content Creator | June 2018 - June 2019

- Published over 50 weekly articles, sharing on social media and utilizing SEO to generate a following of over 5,000 views

### Athleta

#### Brand Associate | May 2017 - August 2018

- Served customers enthusiastically with the knowledge to understand what drives profits and creates brand loyalty
- Held the title of one of the top Athleta card sellers by building relationships with clientele