

Emily Coyle

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EDUCATION

Texas Christian University (TCU)

Bob Schieffer College of Communication, B.S. in Strategic Communication

Minors in Comparative Race & Ethnic Studies and Design Studies

Honors: Dean's Honor List, *cum laude*

Fort Worth, TX

May 2025

WORK EXPERIENCE

The Power Group

Dallas, Texas

Public Relations Intern

May 2024 – February 2025

- Orchestrated high-impact media outreach, securing top-tier placements in *TODAY* and *FOX* by building journalist relationships and utilizing Cision for targeted pitching.
- Amplified visibility for 13 key clients by crafting brand narratives through media pitches, press releases, influencer partnerships and digital campaigns.
- Secured 60 local media placements and 2 national features from a single client pitch, demonstrating strong news judgment and media outreach skills.

Social T Marketing & PR

Bethlehem, Pennsylvania

Public Relations Intern

July 2023 – January 2024

- Developed and executed communication and social media strategies, optimizing content scheduling to increase brand awareness.
- Led in-depth market research, created a media kit, and secured 102 artists for the Marco Island Art Show through targeted outreach.

Fort Worth Concierge Plus

Fort Worth, Texas

Brand Ambassador Intern

August 2023

- Served as the liaison to the TCU community, executing grassroots marketing efforts to boost brand awareness.
- Distributed promotional materials and drove engagement, increasing company application downloads.

INTERNATIONAL EXPERIENCE

Texas Christian University

London, England and Paris, France

Study Abroad Student

June 2023

- Completed a Storytelling Across Cultures program, analyzing the role of cultural narratives in global strategic communication.
- Gained hands-on experience in how cultural influences shape media, branding, and public relations strategies.

CAMPUS INVOLVEMENT, HIGHLIGHTS, AND CERTIFICATIONS

Marginalized Student Resource Guide - Social Justice Organizing and Activism

- Developed a strategic resource guide to support approximately 2,5000 marginalized students and families transitioning to college; selected for inclusion in the 2025 TCU Student Orientation Program

Human Subject Research Certification (Social, Behavioral, and Educational) - CITI Program

- Certified in ethical research practices involving human subjects, with training in data collection and participant confidentiality

Social Media Marketing Certification - HubSpot Academy

- Certified in brand messaging, audience engagement, and strategic content planning to support client campaigns

Member - Gamma Phi Beta Sorority

- Engaged in philanthropic initiatives and community-building activities, supporting women's empowerment.

SKILLS

Public Relations and Writing – AP Style, Press Releases, Crisis Management, Branding, Influencer Campaigns

Research and Analysis – Cision, MRI-Simmons, Mintel, Qualtrics

Technical Skills – InDesign, Photoshop, Premiere Pro, Canva, Procreate, Outlook, Excel, PowerPoint, Word, CapCut