

Emily McLanahan

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EDUCATION

The University of Georgia *Athens, GA*
Bachelor of Arts in Digital Broadcast Journalism
Bachelor of Arts in Spanish
Sports Media Certificate
HOPE Scholarship Recipient

May 2016

RELEVANT WORK BACKGROUND

Grady Newsource *Athens, GA*
Multi-media Journalist

January 2016 - Present

- Pitch, edit, shoot, and produce news stories and segments for a modular broadcast twice a week.
- Write and produce digital content for the web *gradynewssource.com*
- Conduct interviews, cover late-breaking news, and report on-air.

CBS Sports Network *Athens, GA*
Runner

October 2012-Present

- Serve as a trusted on-call media aid for occasional basketball and football gaming events
- Collaborate with a crew of 15+ individuals and the on-air talent and with production staff
- Contribute game time preparations and tasks which involve hanging banners at venues and assisting with sound checks
- Resolve any issues which may occur during and prior to game performances by performing necessary corrective action
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Seacrest Studios *Atlanta, GA*
Intern

April 2015 – Present

- Broadcast a live radio show and operate board for Children's Healthcare of Atlanta patients
- Interview celebrity guests

NCompass International Marketing Firm *Los Angeles, CA*
Intern

May 2015 – August 2015

- Worked large scale events such as Comic Con and E3 Trade show for our client ActiVision
- Developed experiential marketing campaigns and activations for Slurpee, Toyota, and Tidal x Rihanna
- Participated in creative development and brainstorm sessions

The Barjon Group Creative Development/Branding Agency *Athens, GA*
Creative Development Intern

March 2014-March 2015

- Planned and directed public relations events designed to create and maintain a favorable image for employer and clients
- Developed marketing campaigns, on campus events, and promotional materials for clients
- Researched and strategized trends, contact information, and anything necessary for a campaign/client

Walton Isaacson Advertising Agency *Los Angeles, CA*
Account Managing Intern

May 2014-August 2014

- Worked on accounts such as Lexus and LA Dodgers conducting a variety of research in order to position advertisements
- Developed social media campaign strategies for productions such as *Lexus Verses and Flow* & McDonald's 365 Black Awards
- Created and provided assistance with developing the brands of clients as they launched new businesses and television shows
- Coordinated events within the city of Los Angeles and at Lexus headquarters

SKILLS

- Sports Writing
- Adobe Premiere
- Proficient Spanish Speaker
- Marketing/Branding
- Video Editing/Production
- Social Media

