

# Emilie O'Toole

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## Experience

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### **Rasky Baerlein Strategic Communications**

Boston, MA

*Non-Profit Intern*

*September 2009 to Present*

Assist the non-profit practice team achieving client goals • Create media lists, monitor coverage, compile client research and other essential tasks • Create monthly coverage reports to be sent directly to the client

### **Boston University College of Health and Rehabilitation Sciences**

Boston, MA

*Communications Assistant*

*September 2009 to Present*

Work with the communication manager to maintain and develop a positive image for the college • Compose and edit news releases and create a variety of promotional materials for the college • Assist with the planning and execution of college events

### **APCO Worldwide**

Washington, DC

*Grassroots/Issues Management Intern*

*June 2009 to August 2009*

Compiled briefing memos, media lists, clip books, and other materials to assist in client service • Assisted staff in strategically approaching client issues through brainstorming, research and other tasks • Worked as a team with other interns on a new client pitch, presented at the end of the summer

### **Office of Senator Amy Klobuchar**

Washington, DC

*Press and Legislative Intern*

*January 2009 to May 2009*

Assisted communications staff by creating media lists, clip reports, updating the Senator's website and performing research tasks • Secured positive news coverage for Senator's initiatives in a variety of local and national publications • Assisted legislative staff by attending legislative briefings, researching and writing constituent letters, composing scheduling memos and performing any other necessary tasks

### **Al Franken for Senate Campaign**

Minneapolis, MN

*Press Intern*

*May 2008 to August 2008*

Responsible for monitoring media coverage in the northeast Minnesota media market • Created daily clip reports, including all TV, blog and print coverage, for the staff • Assisted with field events, website updates and other tasks for the campaign

### **Public Relations Student Society of America**

Boston, MA

*VP of Public Relations*

*May 2009 to present*

Responsible for all general operations of PRSSAgency, the chapter's student-run firm • Serve as mentor and manager for each client account team • Responsible for creating contracts, seeking new business and other management tasks • Work with other members of the executive board to plan and execute chapter events, meetings and conferences

## Education

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### **Boston University**

Boston, MA

B.S. in Mass Communication, concentration in Public Relations, candidate, May 2010

Minor in Business Administration, Liberal Arts Concentration in Political Science

## Skills

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**Computer:** Knowledge of Microsoft Word, PowerPoint, Excel, Outlook, Publisher, Photoshop, InDesign, LexisNexis, Vocus, Cision, Factiva, Meltwater

**Social Media:** Literate in Twitter, Facebook, LinkedIn, YouTube, Wordpress, Blogspot, SlideShare

**Language:** French, conversant