

Emily Hawk

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SUMMARY

Dedicated communications and messaging professional with strong written and verbal communication skills, as well as management experience. Knowledgeable in using social and digital media for organizations, RFP and copy writing, marketing content, and presentations. Well-versed in communicating an overarching message clearly and efficiently. Skilled in managing multiple deadlines and quick problem solving.

HIGHLIGHTS

- Strong written and verbal communication skills and experience
- Complex and quick problem solving
- Customer Service background
- Social media savvy across many platforms
- Quick to understand and apply new information
- Experience managing staff

EXPERIENCE

Manning & Napier

RFP Information Specialist

Fairport, NY

September 2017 – Present

- Write, research, and complete Requests for Proposals, Requests for Information, and Due Diligence Questionnaires in order to bring in or retain business for the Firm
- Review and edit external communications for multiple different departments in the Firm including Sales and Servicing Staff
- Assist with product messaging and strategy, including outreach programs to Advisors, assisting with client seminars and other events, and updating product specific language
- Support the general Marketing Department with creation of deliverables and content writing

Manning & Napier

Mid-Market Client Services Associate

Fairport, NY

April 2015 – September 2017

- Provided general oversight of client experience, including account setup and maintenance, and account directives as well as researched and provided solutions for unique client issues
- Wrote and edited communications, including client specific financial commentary for investment performance, special reports, and Sales Reps' communications
- Helped to train new team members and functioned as an escalation point for other client services team members and developed, wrote, and maintained tools and procedures for internal processes

Smithsonian Institute, Office of Advancement

Communications Intern

Washington, D.C.

January 2014 – May 2014

- Created content for invitations, pamphlets, brochures, and more for the launch of the Smithsonian's fundraising campaign starting October 2014 as well as maintaining files and paperwork
- Provided support during events, including large photoshoots and weekend conferences

Tipping Point Media

Public Relations Intern

Rochester, NY

May 2013 – August 2013

- Created content to form monthly posts for social media; wrote press releases, blog posts, newsletters, and "about me" web page sections
- Assisted with research, crafted summary of background information for client meetings, events and interviews; created media lists through databases for potential media relations

SUPPLEMENTAL EXPERIENCE

American University – Housing and Dining Programs

Washington, D.C.

Desk Coordinator

January 2013 – May 2014

- Coordinated the day-to-day procedures of residence hall front desk, including staff management, customer service, security of the residence hall, weekly audits of packages and keys, and compilation of information for bi-weekly payrolls
- Interviewed potential candidates for other Housing and Dining student staff positions

L.L. Bean

Victor, NY

Lead Cashier

June 2010 – April 2015

- Processed daily cash audits, completed daily cash deposits, assisted customers in-store, over the phone, and online by answering any and all questions
- Acted as Team Leader for 25 – 35 other customer services representatives and led point of sales training for new hires seasonally, including computer program usage, money processes and customer service training

Keuka Lake Association

Penn Yan, NY

Communications Intern

May 2012 – August 2012

- Wrote e-mail communications such as newsletters and event information
- Assisted with running social media outlets and event planning

EDUCATION

Rochester Institute of Technology

Rochester, NY

Masters Candidate in Communications and Media Technology

Courses: Survey of Media, Online Advertising, Media Law & Ethics, Social Media Research

American University, School of Communication

Washington, DC

Bachelor of Arts in Public Communication, with Honors

May 2014

Minor: History, College of Arts and Sciences

GPA: 3.74

Honors Program; Dean's List Spring 2014, Fall 2013, Spring 2013, Fall 2012, Spring 2012, Fall 2011 (completed Bachelor's degree in 3 years)

Courses: PR Writing, Social Media Strategy & Tactics, PR Research, PR Case Studies, Communication and Society

SKILLS

Social Media: Facebook, Twitter, Instagram, Snapchat, YouTube, Pinterest, LinkedIn

Proficient: Microsoft Office Suite, Google Analytics, Google Documents, Wordpress Websites, Prezi, Windows Movie Maker, AP Style writing, Survey Monkey and similar

Basic: Adobe Creative Suite (Acrobat, InDesign), HTML, Bloomberg Application, SPSS Statistics Software, Qualtrics

FINANCIAL LICENSES

Series 6 and Series 63