



Emily L. Witt (she/her/hers)

Writer
Content Creator
Communications Strategist

Contact

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Experience

Texas Freedom Network

Communications Strategist (April 2022 - present)

Managing TFN's digital strategy and presence, acting as a media liaison and spokesperson, contributing to coalition spaces such as the Liberate Abortion Narrative Table and Texas Equality Coalition, owning all email marketing, drafting op-eds, remarks, press releases, statements, blogs, web copy, and paid social copy, managing video and script production, creating development materials, landing pages, and more in collaboration with all departments at Texas Freedom Network, Texas Rising, and Just Texas.

Communications Coordinator (January 2022 - April 2022)

Built and implemented communications campaigns for all TFN issue areas, crafted strategic messaging, op-eds, press releases, blogs, letters to the editor, statements, and more to promote the TFN brand and broaden audience awareness among key constituencies, as well as acted as a media liaison and spokesperson as needed. This role required collaboration across the organization, working with members of each department.

CASA of Travis County

Communications Manager (November 2021 - January 2022)

Supervised the Communications Coordinator, managed media outreach, strategic communications planning for departmental goals, creation and promotion of blog content, marketing materials, email marketing, oversaw development projects, volunteer recruitment and diversity campaigns, created and planned paid social, led storytelling and story curation initiatives, and collaborated with each department to meet their communications needs and goals.

Digital Marketing Manager (March 2020 - November 2021)

Owned all of the digital marketing initiatives for a non-profit that serves children who have been abused and neglected. Duties included owning blog content, email marketing, managing online donation and giving campaigns, volunteer recruitment and diversity campaigns, content strategy for paid & organic social, storytelling, and supporting the agency in all communications.

The SAFE Alliance - SAFE & Sound Chair (May 2020 - present)

Organizing a benefit concert for The SAFE Alliance, which serves survivors of sexual assault, domestic violence, trafficking, and more. Our 2022 event raised nearly \$36,000, surpassing previous records. Duties include managing a committee of volunteers, holding a seat on the SAFE Young Professionals Leadership Committee, as well as coordinating venue, talent, sponsorships, promotion, and fundraising efforts in a volunteer capacity.

Intellibrigh - Content Strategist (2019 - 2020)

Created and implemented the company's Branding & Social Media program, pitched the program to clients, owned all PR and communications needs, designed marketing materials, and crafted social media, website, and email content.

GoDaddy - Branding & Content Specialist (2018 - 2019)

Crafted branding for local businesses and gave their stories a voice by creating marketing kits consisting of a customer voice description, social media posts, visual branding, and content strategy.

Education

The Theatre School at DePaul University
BFA Playwriting (Cum Laude, 2017)
Minor in Studio Art

Honors & Awards

Arena Academy Graduate
The Kennedy Center Distinguished Achievement Award for Playwriting
DePaul University Talent Grant
The Theatre School Talent Scholarship
Zach Helm Playwriting Scholarship
New Playwrights Showcase

Skills

Media Relations & Spokesperson Skills
Blog, Op-Ed, & Editorial Content
Messaging & Talking Points Creation
Storytelling & Script Development
Paid & Organic Social Content/Strategy
SEO Content & Optimization
Grantwriting
Graphic Design (Adobe Suite & Canva)
Digital Volunteer Recruitment
Digital Fundraising & Giving Campaigns
Website Content & Design
CMS & CRM Management
Cision
EveryAction
HTML coding
WordPress
NationBuilder