

Emma Pippin Thai

412-638-7104 • emmapthai@gmail.com • emmapthai.com

EDUCATION

Washington and Lee University

B.A. Strategic Communication

Minor in Digital Culture and Information and Education Policy

Shady Side Academy

September 2018-Anticipated May 2022

Lexington, VA

September 2014- June 2018

Pittsburgh, PA

COMMUNICATIONS EXPERIENCES

Ring Tum Phi Newspaper

June 2020- Present

Social Media and Engagement Editor

- Transform more than 10 journalistic articles biweekly from print to Facebook, Instagram, and Twitter
- Develop systems for posting content using Hootsuite

First-Year Orientation Committee Communications

December 2019- Present

Instagram Chair

- Design social media posts to introduce prospective and accepted students to Washington and Lee
- Collaborate with FYOC communications team weekly to determine incoming students' needs and social media goals
- Engage with over 400 prospective students through comments, direct messages, and stories

Zer0to5ive Integrated Marketing Communications

November 2020- January 2021

Marketing Intern

- Developed social media strategy for company owned social media
- Generated integrated campaigns for companies in healthcare and technology sectors
- Secured WHYY media coverage for client through pitching

FTI Consulting: Strategic Communications

June- August 2021

Corporate Reputation Intern, Incoming Consultant

- Assist with crisis communications strategies for clients focused on healthcare and life sciences

LEADERSHIP POSITIONS

Public Relations Student Society of America Washington and Lee Chapter

April 2020- Present

Vice President

- Oversee implementation of social media accounts
- Plan and conduct networking and skills events
- Foster relationships with PRSSA clients in greater Rockbridge County community

Burish Service Leadership Program

September 2019- Present

Head Burish Intern

- Manage 12 volunteer coordinators through COVID-19 school virtual contingency plans
- Communicate with Rockbridge County school administrations to facilitate enrichment programs for students
- Develop and implement social media strategy for Burish program
- Recruited and interviewed twenty potential new Burish Service Interns

KEY SKILLS

- **Content editing:** Graphic design in Canva, Audio, Video, and Photo editing in Adobe's Creative Suite (Audition, Premiere and Photoshop)
- **Office Software:** Microsoft Office (Proficient in PowerPoint, Excel, Word)
- **Web Development:** HTML, CSS, Wordpress

AWARDS AND HONORS

Phi Eta Sigma Honors Society

- Inducted as a first-year student at Washington and Lee, received for being in top 20% of freshman class after first semester

Washington and Lee President's List

- Attained Freshman and Sophomore years