

Emily Weir

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PROFESSIONAL EXPERIENCE**Crisis Center of Tampa Bay****Assistant Director of Marketing & PR**

October 2023 - Present

- Support the Senior Director of Marketing & PR in executing digital, billboard and radio advertising campaigns for various programs across the community and state with a combined budget of \$500,000+.
- Oversee all details for the annual fundraising event, managing a budget of \$60,000 in expenses and raising about \$750,000.
- Manage reporting on various advertising campaigns for state and government funders.
- Maintain relationships with local and state media for ongoing requests and distribution of press releases to ensure accurate and timely communication.
- Oversee all content for the organization's social media platforms, maintaining a consistent and engaging presence.
- Manage website content and updates to ensure that all information is current and aligns with the organization's mission.
- Oversee grant applications for community supporters, securing an average of \$400,000+ annually.
- Continue responsibilities from previous Manager roles, contributing to overall marketing strategy.

Crisis Center of Tampa Bay**Marketing Manager**

March 2022 - October 2023

- Created and coordinated the production of promotional materials, ensuring consistent messaging of individual programs and overall organization..
- Developed and managed content for social media platforms, fostering engagement with audiences.
- Execute press conferences in collaboration with agency partners, enhancing the organization's visibility across the community and state.
- Played a key role in launching a new agency website, crafting all copy to reflect the organization's mission and services.

Crisis Center of Tampa Bay**Marketing & Development Associate Manager**

May 2018 - March 2022

- Managed the monthly agency newsletter, reaching an email database of approximately 9,000 recipients.
- Assisted with media requests and the distribution of press releases, maintaining the organization's public presence.
- Contributed to the creation of social media content, ensuring alignment with the organization's voice.
- Continued responsibilities from the Development Coordinator role to support department goals.

Crisis Center of Tampa Bay

Development Coordinator

November 2013 - May 2018

- Managed the annual fundraising event, welcoming over 500 guests and raising more than 25% of the annual fundraising goal.
 - Cultivated relationships between the Crisis Center and prospective donors and community partners, fostering long-term support.
 - Managed grant applications, securing an average of \$90,000 annually for the department.
 - Supported the development team in achieving the annual fundraising goal of \$1.5 million.
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EDUCATION

University of South Florida

Currently pursuing a Masters Degree in Marketing.

University of South Florida

Graduated December 2012

- Bachelor of Arts and Sciences in Mass Communications with a focus in Public Relations
- Certificate in Nonprofit Management

TECHNICAL SKILLS

- Digital Advertising: Meta Ads (4 years), Google Analytics (4 years)
- Content Management: Social media management, website content optimization, email marketing
- Marketing Tools: Canva, Adobe, content management systems
- Event Coordination: Budget management, vendor coordination
- Analytics: Campaign performance analysis