



EMMANUEL SALAZAR

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EDUCATION

Master of Arts | Public Relations and Advertising | DePaul University

MARCH 2017 – JUNE 2019

Bachelor of Arts | Communication | University of Illinois at Urbana-Champaign

AUGUST 2010 – MAY 2014



EXPERIENCE

Part-Time Communications Associate | Chicago Cubs

JUNE 2018 – MAY 2020

- Write and edit press releases, media alerts, marketing emails to fans, pitch emails to media, website copy, letters to season ticket holders, tickets copy and Cubs Charities handouts
- Create and update media list containing local and national contacts
- Secured stories in local broadcast news stations, newspapers, digital news websites and blogs by leveraging Cubs owned assets and events
- Fulfill press requests for photos, field access and media credentials at Cubs and Cubs Charities events
- Monitor news for mention of Chicago Cubs, Marquee Sports Network and associated organizations
- Compile and distribute daily media clippings using Meltwater
- Generate news coverage reports for review by in-house stakeholders
- Maintain and update master coverage report to track all public relations efforts

Special Project Assistant | Chicago Park District

MARCH 2016 – JUNE 2018

- Managed and created content for Chicago Park District Facebook, Twitter and Instagram accounts
- Compiled social media analytics for monthly report delivered to the Mayor's office
- Wrote and edited press releases, media alerts, talking points and monthly newsletters
- Assisted with press requests, press conferences and interviews with park executives
- Compiled and distributed daily news clips that were delivered to park district staff
- Assisted in training park staff on use of park district social media accounts

Public Relations Intern | Chicago Symphony Orchestra

JANUARY 2015 – APRIL 2015

- Wrote and edited press releases and media alerts regarding orchestra events
- Checked in media members at season announcement press conference
- Addressed media requests for artists' biographies and photos