

EMILYSZINK
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EXPERIENCE

PUBLIC INFORMATION OFFICER

CINCINNATI POLICE DEPARTMENT, CINCINNATI, OH

JANUARY 2021– PRESENT

- Serve as both an internal and external spokesperson for the Cincinnati Police Department.
- Manage day-to-day communications and crisis communications for CPD through press releases, media inquiries, and on-camera interviews.
- Develop CPD's social media content strategy and successfully implement it in the form of videos, posts and infographics which has led to exponential online growth and engagement since my hire.
- Execute communication strategies for the Chief of Police including crafting statements, talking points and managing his social media presence.
- Prepare CPD Command Staff for interviews by crafting talking points and conducting mock interviews.
- Actively pitch stories to local and national media outlets including tv stations, radio stations, and newspapers to help push a positive police narrative to the community.

HEAD OF OPERATIONS

FIRECROWN MEDIA, CHATTANOOGA, TN (FREIGHTWAVES SUBSIDIARY) JULY 2020 – DECEMBER 2020

- Designed TV broadcast model that has now become an industry standard for virtual events.
- Worked directly with the FreightWaves Executive team to build a product, scale a company, and lead operations.
- Pitched, developed, and oversaw virtual event operations and custom video content for potential and present clients.

EXECUTIVE VICE PRESIDENT OF CONTENT

FREIGHTWAVES, CHATTANOOGA, TN

OCTOBER 2019—DECEMBER 2020

- Guided start-up of FreightwavesTV to profitability and 35,000 daily streams in less than a year.
- Successfully pivoted at onset of COVID-19 to transform a multi-million dollar in-person conference into a profitable three-day virtual TV event that garnered 90,000 unique streams.
- Developed, monitored, and met budgetary expectations.
- Oversaw and contributed to all events marketing including email marketing and website design.
- While leading FreightWaves media operations, revenue is up 311% year-over-year.
- Supervised 20 international journalists and led operations for freightwaves.com, the number one freight and logistics news outlet. My duties were passed on to a managing editor when Firecrown Media was established.
- Recognized as a "Top 2020 Women in Media" award recipient by Folio and AdMonsters for my accomplishments at FreightWaves.

NEWS DIRECTOR/TV ANCHOR

FREIGHTWAVES, CHATTANOOGA, TN

MAY 2019—OCTOBER 2019

- Oversaw building of FreightWavesTV, the first over-the-top (OTT) channel dedicated to freight and logistics.
- Direct operations of the TV network including managing daily TV content, show conception, production, hiring and coaching of on air-talent and videographers.
- Anchor breaking news, conduct interviews, and act as on-camera talent for sponsored content and commercials.

ANCHOR/REPORTER/PRODUCER

KMTV 3 NEWS NOW, OMAHA, NE

JUNE 2013 – NOVEMBER 2018

- Anchored "3 News Now This Morning" and KMTV's top-rated newscast, "3 News Now Live at Midday."
- Helped fill a morning Executive Producer void for almost nine months. Also produced "3 News Now Live at Midday."
- Acted as a newsroom leader, a mentor to my peers, and a decision maker during breaking news.

- Pitched story ideas that were fresh, original and that would impact the largest number of news consumers.
- Received multiple awards and recognition for my storytelling, original reporting and exclusive interviews.

ANCHOR/REPORTER/PRODUCER

NEWSCENTER1, RAPID CITY, SD

NOVEMBER 2012 – JUNE 2013

- Revamped the area's only live morning newscast, leading to increased viewership.
- Successfully implemented popular weekly morning segments: "Pinterest Pick of the Week" and "Friday Fuel."
- Edited and sometimes shot all of my own content.

ON-AIR HOST

WBDB, DAYTON'S CW NETWORK, DAYTON, OH

MARCH 2011- MARCH 2012

- Competed against hundreds of applicants to successfully complete challenges to ultimately be selected to be Dayton's first "CW Star" – one-year contract.
- Face of the Dayton's CW Network: appeared on TV, radio, online and in public to promote one of the nation's top CW affiliates.

SIDELINE REPORTER

WBDB/WDTN, DAYTON, OH

NOVEMBER 2011-FEBRUARY 2012

- Provided sideline commentary for televised Wright State University Men's basketball games.

OTHER EXPERIENCE

SALES LEAD/SALES ASSOCIATE

ANN TAYLOR, DAYTON, OH/ OMAHA,NE

OCTOBER 2011 – MAY 2019

- Key holder responsible for opening and closing the store.
- Traveled to other Ann Taylor locations throughout southwest Ohio to help manage their stores.
- Increased sales revenue and Perfect Rewards activity.
- Employed part-time as a Sale Associate at Omaha's Ann Taylor from October of 2013 – May of 2019.

GROUP FITNESS INSTRUCTOR

YMCA/BETTER BODIES GYM, OMAHA NE

JANUARY 2016 – MAY 2019

- Taught group fitness classes at Omaha YMCA branches and at Better Bodies Gym.

EDUCATION

Bachelor of Arts --- Communications, Electronic Media Major, Business Administration Minor

University of Dayton, Dayton, Ohio

Graduation Date: May 2011

AWARDS

- "Top 2020 Women in Media" award recipient by Folio and AdMonsters.
- 2018 Nebraska Broadcasters Silver Award for best in-depth sports story.
- 2014, 2015, 2016 first place "Feature Story" award by the Associated Press.
- 2014 second place "Sports Story" award by the Associated Press.
- 2013 Thomas C. Sorenson Award for Distinguished Nebraska Journalism by the University of Nebraska for a three-part investigative series.