



Elizabeth Choi

Professional Summary

Associated Press multi-award-winning journalist with measurable success in developing public relations, social media, communications and marketing strategies.

Work History

City of Indianapolis – Chief Communications Officer

Indianapolis, IN

06/2020 - present

- Build relationships with media reporters, key stakeholders and community members
- Pitch story ideas to media in form of press releases
- Schedule press events including press conferences
- Write internal and external communications including newsletters and press releases
- Create, design and write marketing material including brochures and flyers
- Event planning
- Create and implement social media strategies
- Create, write, design annual report
- Collaborate with all departments in developing marketing, communications and public relation needs
- Spokesperson for agency
- Conduct television, newspaper and radio interviews on behalf of agency

Providence Cristo Rey High School – Director of Marketing & Communications

Indianapolis, IN

08/2019 – 02/2020

- Develop and implement strategies for marketing, communications, social media, event planning, and public relations

journalism102@hotmail.com

Skills

- Writing: stories, internal and external communications, press releases, newsletters
- Content development
- Research content and topics
- Video production
- Edit content
- Edit digital video
- Create ad campaign
- Maintain website
- Excellent proof reading
- Interpersonal communication skills
- Reporter
- Microsoft Office
- Marketing
- Journalism
- Communications
- Crisis communications
- Ability to simplify complex subjects
- Public relations
- Media relations
- Public speaking
- Event planning/coordinating
- Meets deadlines
- Management skills
- Pays attention to detail
- Team player
- Pitch expert
- Thrives in fast-paced environments

- Design and create marketing material: brochures, flyers, mailers, pamphlets for all departments
- Regularly pitch story ideas to media in the form of press releases and informally
- Arrange media interviews with appropriate department
- Develop content specifically for demographics of LinkedIn, Facebook, Twitter and Instagram
- Create and produce ad campaigns that include radio, tv, and newspaper
- Network with local, state and federal elected officials and leaders for the purpose of garnering support
- Plan and execute formal events with donors and leaders for the purpose of fundraising
- Enterprise stories, conduct interviews and write stories for website
- Update and maintain website
- Write weekly and monthly newsletters
- Markets the organization's story

WISH-TV - Reporter/Fill-In Anchor

Indianapolis, IN
02/2015 - 03/2019

- Brainstorm and enterprise story ideas that could become news stories
- Attend daily editorial meeting with news leaders, and pitch content ideas
- Make calls to set up interviews, research topics, conduct interviews and then write and edit stories that I present and are broadcasted, typically that same day to nearly 1 million TV households
- Market my own product on air, on wishtv.com and on social media

JPMorgan Chase - Relationship Banker

Indianapolis, IN
02/2012 - 02/2015

- Identify customer needs; personal banking, business banking, loan opportunities and retirement options
- Open products/new accounts for customers
- Work closely with banking partners in meeting client needs
- Other duties include; helping customers understand their accounts and how they work, staying up to date with current financial market conditions and working with a team to ensure all goals are met

- Manage budget

Education

2006

Ball State University

Muncie, IN

Bachelor of Arts:

Telecommunications

Dean's List honor student

Certifications

I earned a Series 6, Series 63 and Life and Health Insurance licenses

Awards

Associated Press Best Writer, Best Reporter and Best Anchor

WTVG - General Assignment Reporter

Toledo, OH

09/2009 - 11/2011

- Plan for content that would be broadcasted next day
- Present material in live reports that would air at the top and bottom of the hour beginning at 4:30 am and ending around 8:30 am
- Pitch stories, set up interviews, conduct interviews, appear in noon broadcast and then write material for evening shows

