

EMILY SMITH

Public Relations Professional

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SUMMARY

Public relations professional with experience in sports communications and media relations. Brings prior executive assistant experience supporting high-level operations, strengthening organizational and communication skills. Known for managing multiple priorities in fast-paced, high-pressure environments.

WORK EXPERIENCE

University of Oklahoma Athletics Communications Aug. 2025 – Present
Student Intern

- Support communications across multiple Division I programs, including the College Football Playoff and NCAA Women's March Madness, assisting with press box operations and postgame media availability
- Assist with game day operations for OU softball, including stat tracking, scoreboard operation, social graphics created in Adobe Photoshop and postgame press conference coordination
- Produce postgame notes, compiling game statistics and preparing materials in Adobe InDesign for distribution to media outlets
- Contribute to preparing and distributing pregame and postgame materials, including game notes and statistical information for media and broadcast teams
- Serve as secondary SID for women's golf, supporting media relations, social media and tournament coverage while producing previews, recaps and website updates

Aardvark Communications June 2025 – Sept. 2025
Public Relations Intern

- Executed a 21-market media tour, coordinating logistics, scheduling and executing media appearances across multiple markets
- Launched an influencer program by conducting research, outreach, building partnerships and managing campaign execution
- Secured media placements and interviews through targeted pitching, personalized outreach and media relationship building
- Supported client activations and managed media lists using Cision to streamline outreach efforts

Lindsey + Asp | Student-Run PR & Advertising Agency Jan. 2025 – Present
Operations Director

- Oversee operations for a 60+ member student-run agency, improving workflow and project execution
 - Lead client accounts, managing strategy, delegation and deliverables from concept to completion
 - Foster agency culture and team engagement by supporting internal initiatives, meetings and events
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ADDITIONAL EXPERIENCE

- **PRSSA Bateman Competition** | ACCESS Newswire campaign; national strategy and execution
 - **RiverSport OKC** (Independent Study) | Event & crisis communications planning
 - **National Student Advertising Competition (NSAC)** | NFL campaign; strategy and team collaboration
 - **Broadcast Experience** (OUNightly, GameDayU, Sooner Sports Pad) | Live production & editorial
 - **Gaylord College Ambassador** | Student outreach & recruitment
 - **Provost's Transfer Student Advisory Board** | University leadership & student advocacy
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EDUCATION

University of Oklahoma, Gaylord College of Journalism & Mass Communication
Bachelor of Arts in Public Relations, May 2026
GPA: 3.89 | President's & Dean's List