

Monica Lefton

COMMUNICATIONS SPECIALIST
PUBLIC RELATIONS PROFESSIONAL
PROJECT MANAGER

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EXPERIENCE

Society for Women's Health Research

Communications Manager
Washington, DC

October 2021 - Present

Lead internal, external, web and social communications for the organization

FleishmanHillard

Senior Account Executive
Atlanta, GA

December 2018 - September 2021

Led project management, client relations, strategy for health & corporate clients
Conducted media relations & strategy including local, regional & national pitches
Led Atlanta Diversity, Equity & Inclusion and Sustainability Committees
Previously Acct. Exec. 9.20-6.21, Asst. Acct. Exec. 1.19-9.20, Diversity Fellow 5-12.18

Green Global Travel

PR & Marketing Assistant
Virtual

January 2018 - April 2018

Researched, contacted and compiled collegiate programming opportunities

Peachtree Publishers

Publicity & Marketing Intern
Atlanta, GA

September 2017 - December 2017

Created publicity material for frontlist books, coordinated influencer mailers
Analyzed management reports on publicity trends

Jan Daksha Trust

Summer Intern
Udaipur, Rajasthan, India

May 2017 - July 2017

Led data collection of 80+ female migrant workers & conducted personal interviews
Authored case study on local population, used for public education & fundraising

Emory Wheel

Senior Staff Writer
Atlanta, GA

February 2015 - May 2018

Wrote & edited for News & Emory Life sections, managed Crime Report column
Led as Co Editor-in-Chief of the Oxford Spokesman

SKILLS

Canva
Cision
Communications
Critical Mention
Copywriting & Editing
Media & Press Relations
MS Office Applications
Organization
Social Media
Time Management

INTERESTS

Crafting
Cooking
Reading Memoirs
Sustainability
Travel
True Crime

VOLUNTEER WORK

Atlanta Women's Foundation
Emory Univ Alumni Assoc.
Foreverfamily
Urban Recipe

CERTIFICATIONS

Google Analytics Certified
Mediaactive Certified (ASU)

EDUCATION

Emory University

Bachelor of Arts in English
Minor in Economics
August 2014 - May 2018

Oxford College of Emory University

Associates of Arts
August 2014 - May 2016

References provided upon request.