

Erin McBride

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Detail-oriented and self-motivated graduate student with a strong background in communications, research, and data analysis. Adept at working in fast-paced environments, managing multiple projects simultaneously, and producing high-quality written reports. Eager to contribute to the Tech Launch Arizona team by utilizing my editing, research, and technical writing skills to support technology commercialization and intellectual property analysis.

EXPERIENCE

Banner Health, Mesa, AZ

May 2025-Aug 2025

Communication Representative

- Served as the first point of contact across 15 hospitals, handling high-volume phone inquiries with professionalism, accuracy, and discretion
- Coordinated communication between departments to ensure timely resolution of inquiries, showcasing organizational and time management skills
- Delivered clear and concise communication to both patients and staff, refining written and verbal communication abilities in a healthcare setting

BYUradio, Provo, UT

June 2022-April 2025

Distribution Assistant

- Edited audio and visual content for public distribution, ensuring accuracy and quality before release
- Conducted quality checks on media files, demonstrating attention to detail, thoroughness, and the ability to work with complex materials
- Collaborated with a team to manage content scheduling and distribution, ensuring deadlines were met while maintaining high standards of professionalism and organization
- Developed and executed promotional materials, strengthening skills in writing, marketing, and content creation

LIFT Auto Repair Marketing, Provo, UT

May 2024-Sep 2024

SEO Intern

- Managed documentation, project files, and schedules for multiple campaigns, demonstrating excellent organizational skills and attention to detail
- Posted monthly blog content for clients, driving traffic and improving online visibility
- Tracked campaign data and provided detailed performance reports, refining data analysis and reporting skills
- Gained familiarity with digital tools and platforms used for market research and content management

Public Relations Research Lab, Provo, UT

Jan 2023-Apr 2023

PR Researcher

- Collected, organized, and analyzed survey data, creating reports and summarizing findings for client review
- Assisted in preparing detailed documentation for both internal and external partners.
- Worked under tight deadlines with a small team, ensuring research summaries were accurate and high-quality
- Gained hands-on experience in data-driven research and report writing.

The Salt Lake Tribune, Provo, UT

Apr 2022-Jun 2022

Podcast Intern

- Conducted audience research, developing user profiles to guide outreach strategies
- Provided administrative and communication support to production teams in a fast-paced media environment
- Contributed to content strategy by synthesizing data to drive engagement and outreach efforts

EDUCATION

University of Arizona, Tucson, AZ

Aug 2026

Master of Science in Marketing

- 4.00 GPA

Brigham Young University, Provo, UT

Apr 2025

Bachelor of Arts: Communications, emphasis: Public Relations; minor: Creative Writing

- 3.85 GPA

CERTIFICATIONS & SKILLS

- **Technical Proficiency:** Adobe Suite, Canva, Qualtrics, Semrush, WordPress, Slack, Microsoft Office, Google Analytics
- Spanish proficiency
- **Certifications:**
 - Semrush SEO Crash Course with Brian Dean (*Mar 2023*)
 - Learning YouTube SEO (*Mar 2023*)