

Director of Marketing, Johnstone & Lloyd, LLC Resilience Consultants



EDUCATION & CREDENTIALS

MA, Risk & Crisis Communication ▪ University of Kentucky (2023)

BA, Integrated Strategic Communication ▪ University of Kentucky

Instructor of Record ▪ University of Kentucky School of Communication and Information

AWARDS & RECOGNITION

Silver Student Addy (American Advertising Awards, Student Division)

American Advertising Federation Award - Best Research (NSAC) - AdMall by SalesFuel

PUBLIC SPEAKING

Emily volunteered with Workforce Solutions and the Down Syndrome Association of Central Kentucky to teach 'Public Speaking for Self-Advocacy' to adults with Downs Syndrome.

She has been recognized for her leadership and commitment to the community in the field of Interpersonal Communications.

Emily Fay is a Crisis Communication professional with a dozen years of experience in the field. She excels in the management of crisis messaging, media response, and organizational outreach. She is particularly adept at ensuring organizations are meeting the communications requirements of vulnerable populations and those with unique access and functional needs. With a wide array of emergency response experience, Emily is calm, competent, and collected as she serves as the face of organizations in crisis.

Emily began work in the emergency response field in rural volunteer firefighting. She later migrated to Police Dispatch and was selected to hold the Communication Liaison position during the 2016 Republican Presidential Debates at the University of Miami. She has participated in multiple emergency management exercises in diverse volunteer and leadership positions. Currently, she assists in the design of Homeland Security Exercise Evaluation Process (HSEEP) compliant exercises for government, academic, and private sector institutions.

Emily brings multiple perspectives to the table. As an experienced emergency professional, she understands the needs of the responding agency and maintains an acute awareness of the overall mission objectives. Simultaneously, she is a subject matter expert in understanding the varied perspectives of diverse audiences, cultures, and age groups. Using that knowledge, she crafts bespoke multi-faceted integrated communication messages to achieve the strategic objectives of your organization.

As an instructor at the University of Kentucky, and part of the UK Risk and Crisis Communication Master's program, Emily has dedicated her time to outreach, training, and preparing crisis communication techniques for any scenario.

Emily successfully integrated cross-cultural translation and crisis communication techniques into an advanced Global Media studies course. Her original coursework provides emerging Communications and Journalism students with Emergency Operation Center (EOC) experience to prepare them for multiple aspects of crisis communication.

Emily was an integral member of the University of Kentucky's 2021 National Student Advertising Competition (NSAC) team. Her leadership, editorial, and research skills led the team to win the competition's Best Research Award. The team placed fifth in the nation, a first for the University of Kentucky.