



ELLA  
EHRlich

PUBLIC RELATIONS SPECIALIST

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HI EVERYONE!

I'M ELLA

Current senior majoring in Political Science and Public Relations with minors in Sports Business and Business Administration.

Being from Chicago is where I fell in love with sports. Growing up, I would go to endless games with my dad. After coming to UO and moving to Las Vegas, that passion is continuing and I hope to work in sports communications post graduation.



# WHY PUBLIC RELATIONS?

Public relations is more than just press releases or helping with events. It gives you versatile skills that can be applied to any situation and industry. I want to be apart of something bigger within an organization, and pr is the backbone.

Post graduation, I aspire to work in the sports industry at either the NFL or ESPN. I would love to be located in either New York or Seattle, but I am open to looking at opportunities close to home with the Las Vegas Raiders, Vegas Golden Knights, or UFC.



# EDUCATION

BUFFALO GROVE HIGH SCHOOL

Orchestrator, Deca, peer counseling, and litlab tutor

UNIVERSITY OF OREGON

Bachelor of Science in Political Science and Public Relations with minors in Sports Business and Business Administration

Co-President of NSLS, member of Tri Delta sorority, Women in Business

# WORK EXPERIENCE

EVERI HOLDINGS INC.

Gaming Operations Intern. June – September 2022

Las Vegas, NV

SALES ASSOCIATE

Bath and Body works. March – June 2022

Eugene, OR

LEAD SALES ASSOCIATE

Old Navy. June 2018– September 2021

Kildeer IL



Conducted interviews with employees to develop understanding of best business practices regarding product launches

Interviewees:

- Account Executives
- Data Science and Analytics
- Game Development
- Order managers
- Tech Operations

Findings were presented to leadership and led to resources being added to Gaming Operations to execute upon those findings including a new job position



Hot Stuff the Little Devil © 2018 Classic Media





Collaborated with the VP of Communications to research slot machine influencers to help increase social media presence in effort to market products direct to player

Applied these findings to our social media channels

How did I do this?

- Research influencers and studied their platforms
    - Instagram, TikTok, Youtube, personal brand
  - Looked up our games on Youtube to see how different influencers and consumers interacted with our products
  - Reviewed social media trends
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# Gabriellaehrlich.com

Sports PR blog

## My Conversation with Rob Moseley

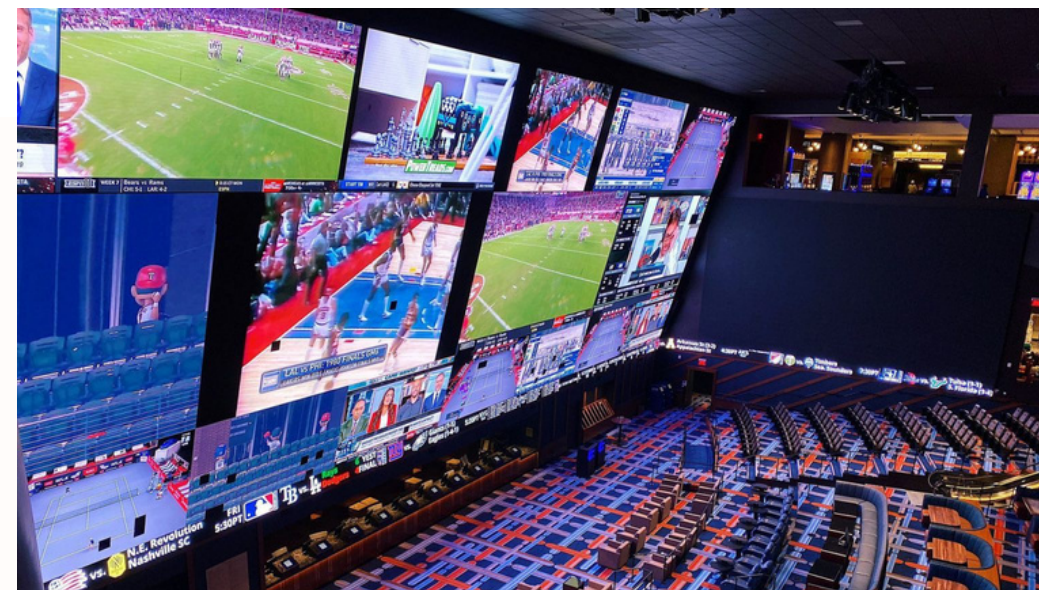
### From One Bears Fan to Another: Keep Soldier Field Iconic

Soldier Field: One of the most iconic NFL stadiums. Home to the Chicago Bears since 1971, the stadium is still a bucket list place for many. But, the Bears might have a new stadium to call home. The Franchise became interested in the Arlington Park property which would move them from Chicago to the Northwest suburb of Arlington Heights.



It's a typical rainy Tuesday here in Eugene, Or. About a few minutes from campus sits Autzen stadium, home of the Oregon Ducks football team. Across the stadium sits the practice facility, Marcus Mariota Performance center, and the Casanova Center, where I had the pleasure to sit down with Rob Moseley, editor-in-chief for GoDucks.com

## Let's Talk About SportsBook



# SKILLS

## Communication

Verbal and written communication

## Technology

Microsoft suite,  
Canva, Confluence /  
Wiki

## Team Work

Working with others  
to help fulfill agenda

## Leadership

Held multiple  
leadership roles and  
can take charge of a  
situation

# PROJECTS

Product Launch Presentation

Slot Machine Influencer Presentation

Personal Sports Blog

PR Plan



# LET'S WORK TOGETHER!

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THANK YOU!