



ALUMNAE SPOTLIGHT

PRESENTED BY THE PROFESSIONAL ALUMNAE COMMUNITY



Emily DiTomo '94

Senior Director of Public Relations and Social Media at Children's Hospital of Philadelphia

After graduating from Sacred Heart in 1994, Emily DiTomo went on to study English and Communication Arts at Villanova University. During her time at Villanova, Emily was an entertainment editor for The Villanovan and a tutor at the writing center. She always enjoyed reading, writing, and consuming media; however, she was unsure about what she wanted to pursue as a career. Following graduation, Emily worked in the editorial department at a book publishing company but kept remembering a class she took at Villanova that really stuck with her, the very first Public Relations course ever offered at the university, taught by an esteemed former PR executive. She made the jump to her first public relations job at an agency in Philadelphia, where it was “baptism by fire,” and she realized that while you can read and learn in class, you really learn by doing. That first opportunity back in 2000 launched her into the world of PR. From working at public relations agencies to corporations to non-profits, Emily has a plethora of experience in the field.

Is there a Sacred Heart teaching that has stayed with you throughout your career?

One teaching that truly stuck with Emily is, “To whom much is given, much is expected.” This principle has guided the opportunities she’s pursued and is especially reflected in her current role as Senior Director of Public Relations and Social Media at the Children’s Hospital of Philadelphia.

What is one of your proudest professional moments?

One of Emily’s proudest achievements was helping lead crisis and issues communications at CHOP during the COVID-19 pandemic. With no playbook and everything unfolding in real time, it was a pivotal moment in her career that taught her resilience and the importance of grace under pressure—an experience she will always be proud of.

How do you define success, personally and professionally?

Emily shared a quote by Maya Angelou: “People will never forget how you made them feel.” For her, success means staying true to yourself, not comparing your journey to others, and trusting your own path.

What advice would you give to women interested in a career in public relations?

Emily recommends finding a mentor, joining a professional organization (such as PRSA), and completing

internships. Once in a role, she encourages saying “yes” to opportunities—even when you’re unsure. If you’re being offered the chance, it means you’re ready.

How did Sacred Heart shape who you are today?

Emily shared that Sacred Heart instilled in her the belief that she could accomplish anything she set her mind to. The supportive learning environment and teachers who nurtured her talents helped her find her professional voice—she even credits Mrs. Robinson as part of the reason she became an English major.

What advice would you give your high school self?

Emily would remind her younger self that balance matters. While being driven and hardworking is important, it’s also okay to relax. Trust your gut, pursue what interests you, and be confident in who you are and what you bring to the table.