**Emma Petr**

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**EDUCATION**

**Emory University Atlanta, GA** *Bachelor of Business Administration,* Marketing; Concentration in Film & Media Management May 2023 Cumulative GPA: 3.6/4.0

**Relevant Courses:** Marketing Consulting Practicum (Role: Qualitative Research Lead with Real Client Experience), The Business of Film, Marketing Dynamics: Advertising, Marketing Management, Consumer Behavior, Business Communications, Business Law, Organization and Management, Integrated Marketing Communications **WORK EXPERIENCE**

**University College Dublin Micro-credentials.** Jun. 2022 – Aug. 2022 *Marketing Intern*

• Contributed to UCD website development through adding notable photos, SEO keywords, and alt text • Conducted market research on competitors utilizing the Micro-credentials system

• Organized YouTube channel of Micro-credentials partner by creating and managing playlists and video descriptions

• Provided technical support in creation of UCD student orientation system by developing modules and writing copy • Utilized Canva to create engaging infographics, flyers, and brand awareness posters

**Dress for Success Indianapolis** May 2020 – Jul. 2020 *Marketing Intern*

• Led the company’s transition into e-commerce by uploading 100+ piece of clothing to company Poshmark account • Used Hootsuite and keyword-driven copy to promote company mission across social media platforms • Conducted interviews with local fashion designers and female entrepreneurs to drive web traffic • Provided actionable counsel to marketing staff regarding advertising campaigns and branding strategy for events, leading to the implementation of a new communications plan

*Marketing Intern* May 2021- Jul. 2021 • Conducted market research to determine continued demand for and viability of online clothing sales • Tested performance along with efficiency and popularity across 3 platforms—Depop, ThredUp, Vinted • Tracked engagement statistics in Excel in order to quantify findings and maintain organization • Performed comparative analysis of Poshmark data from previous summer and tri-platform data from this summer, concluding that Depop was company’s best option

**LEADERSHIP & COMMUNITY INVOLVEMENT**

**altKEY,** *Executive Marketing Team* Oct. 2021 – Present • Contributed to thematic development of altKEY’s sustainable fashion show, an event featuring local designers • Marketed across various target demographics to attract showcase participants as well as showcase attendees • Organized campus activations such as an on-campus “thrifting popup” which collected over 100 pieces for distribution

• Developed TikToks strategically targeted towards sustainable fashion influencers by implementing specific keywords, aesthetics, and in-app trends

**Kappa Alpha Theta of Emory University,** *Scholarship Task Force* Jan. 2020 – Dec. 2021 • Maintained academic performance of chapter by leading each member to set individual GPA goals • Established an accessible directory of educational resources, allowing them each to reach their academic potential • Offered academic support where needed by meeting with members who exhibited low performance • Developed strong communication skills by working with a large and diverse class of women

**ADDITIONAL INFORMATION**

**Honors & Awards:** Degree of Fluency from International Spanish Academy, Campus Movie Fest Jury Award **Skills:** Spanish (Fluent), MS Word and Excel (Proficient), HootSuite (Proficient), Canva (Proficient), Organized, Creative, Motivated, Empathetic, Team Player, Deadline-Driven