

EMMA MARTENSSON

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EDUCATION:

Baruch College/CUNY, Zicklin School of Business

Bachelor of Business Administration - Valedictorian Candidate, summa cum laude

Major: Marketing Management

Overall GPA: **4.0**

Major GPA: **4.0**

New York, NY
Graduated May 2015

Santa Monica College

Associate of Arts with High Honors

Majors: Business Administration, Business Management & Leadership

Santa Monica, CA
Graduated June 2012

WORK EXPERIENCE:

Indicative Inc.

Marketing (intern)

New York, NY
January 2015-May 2015

- Gained hands-on knowledge of enterprise web and mobile analytics, including use of segmentation, cohort and funnel tools
- Analyzed and helped define target customers, and helped generate \$180,000+ in revenue
- Researched and prospected about 150 target customers daily through direct email campaigns (using Datafox, SalesLoft, Outreach)
- Social media manager (using Hootsuite) and created Indicative's monthly external newsletter (using Customer.io, MailChimp)

Velocity Consulting

Marketing Associate (full time)

New York, NY
December 2012-December 2013

- Created, supported and carried out client retention strategies for existing customer base and for new customers
- Implemented a new research strategy, which reduced search time by 30% and improved marketing operational efficiencies
- Assisted Marketing Director with branding and monthly marketing presentations, as well as helped organize marketing events
- Managed two interns on a series of projects through the use of effective communication and delegation

Forest Solutions Group

Event Assistant (full time)

New York, NY
September 2012-December 2012

- Efficiently monitored activities and organized schedules for teams of up to 30 people during trade shows
- Prepared presentation materials for board meetings (for Estee Lauder Companies) and helped coordinate events on a weekly basis

LEADERSHIP & ACTIVITIES:

National Society of Leadership and Success, CUNY

August 2014-Present

Active Member

- Participated in leadership training in individual development sessions and demonstrated leadership in "success teams"

Pajama Program (Non-Profit), NYC

August 2014-Present

Active Volunteer

- Provides comfort and help educate children that have been abandoned, lives in shelters or are in other vulnerable positions

Phi Theta Kappa Honor Society, SMC

September 2011-Present

Active Member

- Participated during weekly meetings and represented the club on campus/community events and fundraisers
- Devoted over 10 hours volunteering for Santa Monica's community and its small businesses

Sustainable Works, SMC

Active Member

January 2012-June 2012

- Increased public speaking and leadership skills by presenting ideas on how to incorporate sustainable practices
- Participated in community service with local non-profit organizations to encourage environmental stewardship

HONORS & AWARDS:

- CUNY Academic Excellence Award
- Dean's List
- Leadership Certificate
- Certificate of Achievement, Entrepreneurship

April 2014, April 2015
2010, 2011, 2012, 2014, 2015
Fall 2014
June 2012

TEAM PROJECTS:

- **Marketing Strategy:** *Target Case Competition* - created an innovative and realistic marketing strategy for Target Executives
- **Digital Marketing:** *Google AdWords* - developed and ran a campaign for a non-profit organization over a three week period

SKILLS:

- **Computer:** Proficient in Microsoft Word, Excel, PowerPoint, Access, E-mail, Analytics, Internet Research, Google AdWords
- **Social Media:** Facebook, Twitter, Instagram, Blogging, Tumblr, YouTube, Pinterest, Newsletters
- **Languages:** Fluent in English & Swedish; Conversational German