

Emily Parise

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OBJECTIVE

To improve myself and utilize my passion for marketing with a project management career in a creative, innovative environment.

EXPERIENCE

Traffic Coordinator

JUNE 2012 - PRESENT

MME: Manhattan Marketing Ensemble | New York, NY

- Acts as a liaison between account, creative, and production departments; ensures daily projects are completed efficiently and on time.
- Manages routing and proofreading of jobs before they are released for client review or production.
- Holds status meetings for creative and account teams to determine timelines and priorities for larger projects.
- Manages creative department's freelance employee booking and invoices, and invoices all art buying.

Account Management Intern

SEPTEMBER - DECEMBER 2011

Arnold Worldwide | Boston, MA

- Reported to the account manager of Pearle Vision with weekly competitive analyses and news updates.
- Developed a comprehensive, competitive analysis deck, citing latest advertising campaigns and major PR initiatives of Pearle Vision competitors.
- Worked alongside other account management and brand experience teams for additional clients, conducting competitive analyses and event sponsorship research.

Marketing & Communications Intern

MAY - AUGUST 2011

Dana-Farber Cancer Institute | Boston, MA

- Compiled a competitive analysis summarizing communications initiatives of clinical departments within DFCI versus national and regional hospitals.
- Designed a bookmark for hematologic malignancies patients containing important phone numbers and relevant hospital departments; 5000 copies of bookmark were printed. Design would also be used for other departments.
- Initiated and implemented key web updates for stem cell transplantation program, including a photo tour, patient stories section, and a summary of patient education.

EDUCATION

Boston University

JANUARY 2012

Boston, MA | BS in Business Administration

Marketing Concentration & Advertising Minor

Cumulative GPA: 3.58 | graduated *magna cum laude*

Fashion Institute of Technology

MAY 2009

New York, NY | AAS

Fashion Merchandising Management

Cumulative GPA: 3.78 | graduated *summa cum laude*

SKILLS

MAC/PC

Advanced Microsoft Office Suite

Basic Adobe Suite

Basic HTML/CSS

Project management software

(FileMaker Pro)

Social media platforms

Proofreading