

Emalie Parsons

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Education

Michigan State University: Expected graduation date of 2017
Bachelor of Arts in Communication and Professional Writing
Current cumulative GPA of 3.7

Professional Experience

Web Manager and Account Executive | August 2014-present

The State News

- Managed web promotions, online advertising content, and elicited tips to increase web clientele.
- Expanded communication skills by contacting and maintaining 144 prospective and current clients.
- Grew clientele through several communicative platforms that resulted in a quarterly revenue of over \$6,000.

Marketing and Communications Intern | May 2014-August 2014

Museum of Contemporary Art Detroit

- Conducted several research projects on Grant opportunities, website hosts, and social media marketing strategies and completed detailed reports on each.
- Copy-edited and reformatted press releases, brochures, and reports.
- Constructed a Digital Strategy Plan that would serve as the instructional external communications plan including social media posts and web content.

Vice President | Spring 2014- August 2014

Michigan State Wakeboard Club

- Organized all online marketing and external communication including social media platforms and emails.
- Built and maintained the club's website that resulted in a 20% increase in membership.

Prose Editor | Fall 2013-Spring 2014

Red Cedar Review Online Literary Journal

- Read and edited various Prose submissions from across the nation as well as .
- Collaborated with the Prose team in selecting the best submissions to feature.

Individual Experience

- Attended the 2014 Chicago Tribune Seminar where top sales representatives shared their experiences and I had the opportunity to network with Chicago Tribune employees.
- Traveled to Detroit with other Professional Writing students to network with Michigan State Alumni working in the city.
- Proficient in writing articles, blog posts, and professional proposals.
- Execution of leadership skills, approachable communication, and efficiency in work ethics.

