

Emalie Parsons

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Education

Michigan State University: Junior

Bachelor of Arts in Communication and Professional Writing

Current cumulative GPA of 3.7 and Dean's List status

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 prospective and current clients
- Improved clientele through several communicative platforms that resulted in successful sales

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
- Managed and produced brochures, a Communications calendar, and a Digital Strategy Plan

Vice President | Spring 2014- present

Michigan State Wakeboard Club

- Managed all online marketing including social media platforms and emails
- Built and maintained the club's website

Prose Editor | Fall 2013-Spring 2014

Red Cedar Review Online Literary Journal

- Read and edited various Prose submissions from around the world
- 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

Work Experience

Chipotle | Crew Member | February 2014-April 2014

- Gained experience in customer service and efficiently communicated with co-workers

North Oakland YMCA | Daycare Employee | June - August 2014, June - August 2013

- Supervised pre-school children, organized group activities, interacted with parents

Gleaners Food Bank | Volunteer | August 2009-August 2013

- Served food to homeless people and sorted large quantities of food products