

# EMILY DARR

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## EDUCATION

Butler University Executive Education Coding Boot Camp 2022  
University of Indianapolis Graduated May 2015, 3.52 GPA, *cum laude*  
Majors: Business Administration & Communication / Public Relations

## SKILLS

HTML | CSS | JavaScript | jQuery | Responsive Design | Bootstrap | JSON | Handlebars | Cookies, Local Storage | React.js | Heroku | Git | GitHub Pages | MySQL | MongoDB | Node.js | Express | User Authentication | MERN Stack

## EXPERIENCE

### Coding Boot Camp Projects

Butler University

November 2021 – May 2022

- Completed several projects through boot camp focusing on different technologies with both front-end and back-end skills

### Marketing Manager – Freelance

Susan Decker Media – Indianapolis, IN

January 2020 – Present

- Developed and executed social media campaigns and updated client websites
- Designed and compiled nearly 200-page community cookbook to raise funds for hospitality industry
- Designed graphics for social media, email newsletters, websites, etc.
- Planned and executed email marketing plans for several clients

### Proposal Coordinator – Freelance

AMN Healthcare – San Diego, CA

October 2019 – January 2020

- Assisted writing and editing Request for Proposals (RFPs) and Request for Information (RFIs)
- Provided support for RFP distribution
- Tracked common RFP questions and responses for proposal library
- Conducted background research on clients

### Marketing Manager

Heartland Film – Indianapolis, IN

March 2018 – August 2019

- Managed website including blog posts, page updates and event information
- Developed year-round social media calendar
- Designed and compiled promotional/marketing collateral including nearly 200-page Film Festival guidebook
- Communicated with local media to secure coverage of events
- Led communication while working with outside marketing groups to execute specific event campaigns
- Managed email marketing including monthly email newsletters using Salesforce Marketing Cloud
- Edited materials including blogs, print materials, press releases, guidebooks, annual reports, etc.

### Account Coordinator

BLASTmedia – Fishers, IN

February 2017 – December 2017

- Executed media relations campaigns – pitched stories by email and phone, wrote/placed contributed content with national and trade media and coached clients through interview opportunities
- Communicated with hundreds of media contacts to form relationships and secure coverage
- Wrote and edited client materials including press releases, blogs, case studies and award submissions
- Strategically managed and contributed content to client social media channels

### Account Coordinator

Susan Decker Media – Indianapolis, IN

May 2015 – February 2017

- Prepared account services-related documents such as meeting agendas, reports and proposals
- Developed and executed social media campaigns
- Planned and executed more than 20 events
- Created public relations and marketing materials

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## REFERENCES

**Susan Decker**

CEO, Susan Decker Media  
susan@susandeckermmedia.com

**Christiana Beasley**

Former Events Manager, Heartland Film  
livingcmarie@gmail.com

**Chase Hammerstrom**

Former Hospitality Coordinator, Heartland Film  
echammerstrom@gmail.com

**Scott Uecker**

Faculty Member, University of Indianapolis  
suecker@uindy.edu