

# Emily Lê

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## Professional Experience

**Communications Coordinator** | *February 2020 - Present*  
Branch Out Theatre | *Toronto, ON, Canada*

- supports communication through social media platforms and community outreach
- manages multiple tasks such as creating promotional material, copyediting and correspondence with participants
- maintains and updates theatre's website through Wordpress
- pro-active with scheduling weekly meetings with Artistic Director and managing projects

**Freelance Creative Design** | *February 2019 - Present*  
@emilybhle.art

- founded an Etsy shop, generating over \$1000 in sales in one year
- creates stickers, Instagram filters and other design material to enhance self brand
- collaborates with clients on commissioned, custom pieces
- maintains shop inventory, domestic and international sales, shipping, and customer service

**Operations Hostess** | *June 2019 - August 2019*

**Children's Activities Hostess** | *June 2018 - June 2019*

**Disney College Program Intern** | *June 2014 - January 2015*

Walt Disney World Parks and Resort | *Orlando, FL, USA*

- performed high energy roles while integrating the principles of the company's values at *The Seas with Nemo and Friends*, *Kilimanjaro Safaris*, and *Saratoga Springs Resort and Spa*
- attended to the needs of thousands of diverse guests every day through conflict resolution, multitasking, and a strong positive attitude to maintain guest satisfaction

**Manager** | *July 2017 - July 2019*

Basin | *Orlando, FL, USA*

- created and designed the monthly newsletter informing the entire district team on new products, information, and updates
- lead a mini campaign for Pride Month 2018 on Instagram generating audience interaction
- partnered with fellow managers and team members to create enriching guest experience throughout daily shifts
- encouraged team work and high morale through daily challenges, activities, and incentives

## Education

**Masters of Digital Media** | *August 2020* | *Toronto, ON, Canada* | Ryerson University

**Bachelors of Fine Arts - Electronic Art** | *Colorado State University* | *Fort Collins, CO, USA* | *December 2016*

## Related Experience

**Community Engagement Lead** | *August 2019 - Present*  
The Armoury, Ryerson University  
*Toronto, ON, Canada*

- founded the first of its kind esports student hub at Ryerson University alongside an interdisciplinary team of four
- maintained the Armoury's vision through copyediting official documents and correspondence with community members, faculty, students, and industry professionals

**Semi-Finalist** | *April 2020*

#HacktheCurve, Digital Media Zone, Ryerson University  
*Toronto, ON, Canada*

- collaborated with a team of five to create an innovative technology solution addressing Mental Health First Aid training in relation to COVID-19
- developed the solutions's branding and communications plan

**Competitor** | *October 2019*

Ryerson Invitational Thrill Design Competition  
*Orlando, FL, USA*

- created four solutions to various of themed entertainment (accessibility, ride safety, show mechanics, guest restraint)
- created Keynote slide decks, concept design, and graphics for team presentations

## Membership

**Themed Entertainment Association, Member**  
**Ryerson Thrill Club (RTC), Member**  
**IAAPA, Student Member**

## Expertise

Social Media Management  
SEO Analytics  
HTML/CSS  
Wordpress  
Project Management  
Illustration  
Augmented Reality  
Story Development  
JavaScript  
UI/UX Design

## Software

Adobe CC  
Illustrator  
Photoshop  
Premiere  
Lightroom  
After Effects  
Keynote  
SparkAR