

EMMA GRACE HUARTE

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EDUCATION

University of Wisconsin-Madison: Graduating May 2026

B.A Journalism: Dual Major Student in Strategic Communications and Multimedia Reporting

- Minors in Sports Communication and Digital Studies

INTERNSHIP EXPERIENCE

Big Ten Network @ FOX Sports

Madison, WI

BA Intern

August 2025-Present

- Promote Big Ten Network brand and lead on-site activations at sporting events, tailgates, and campus activities
- Execute marketing campaigns in collaboration with BTN staff, ensuring consistent branding and messaging
- Develop hands-on experience in sports marketing, event management, and brand representation

Big Ten Network @ FOX Sports

Chicago, IL

Event Marketing Intern

June 2025-August 2025

- Researched and pitched creative strategies to boost streaming viewership on BIG+, including instagram concepts, athlete-driven content, and seasonal promo calendars
- Supported partnership activations by working with external vendors to align marketing materials, timelines, and deliverables
- Assisted in event management and promotional content for the BTN Big 10K, which held over 75,000 runners

ESPN-Madison

Madison, WI

Sales and Marketing Intern

August 2024-December 2024

- Assisted in sales calls by providing product information, and addressing customer inquiries
- Created marketing campaigns including content creation, social media management, and performance analysis
- Prepared agendas, took detailed notes, and distributed meeting summaries to ensure clear follow-ups

FOX Sports

Los Angeles, CA

Production and Talent Development Intern

June 2024-August 2024

- Assisted in day to day production needs for FOX Sports coverage of Copa America and UEFA Euro 2024
- Gained exposure to industry-leading tools and platforms such as Adobe Premier, Adobe Audition, and iNews
- Collaborated with producers and talent to ensure seamless execution of live events and promotional activities

WORK EXPERIENCE

Pelican Hill Resort

Newport Beach, CA

Activities Coordinator

May 2023-September 2023

- Coordinated various events and communicated with guests at this five star resort to ensure they experienced a fun and relaxing stay
- Oversaw multiple events every day to assure they ran smoothly and each individual had a positive experience

Lululemon

Irvine, CA/ Madison, WI

Educator

March 2022-December 2022

- Communicated with customers and coworkers to guarantee all guests felt welcomed and attended to.
- Delivered personalized customer experiences while supporting store operations, product education, and community-focused brand initiatives

INVOLVEMENT

Kappa Kappa Gamma

VP External Affairs

September 2022-Present

- Oversee Philanthropy chair, Events, Risk Management, and Public Relations
- Held a lead role in a Humorology event which raised money for children of the Canopy Center that have been abused within their homes. We raised over 80,000 dollars to be donated

Association for Women in Sports Communications

January 2023-Present

- Educated on how women can be strengthened in the communications field, and have used that knowledge to have more confidence in my future endeavors

Sports Business Club

January 2023-Present

- Attended weekly meetings and speaker sessions featuring industry professionals from organizations like the NFL, NBA, MLB, and college athletics to gain insights into sports marketing, media, and operations

Digital Media Organization

January 2024- Present

- Educated on how to approach our world with practical scenarios, gaining a deeper understanding of digital careers