

# Emily Louise Small

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## Experience

### ArtPower at UCSD | PR& Marketing Intern

September 2015- Present

- Communicated on behalf of ArtPower at UCSD with PR agencies on behalf of artists.
- Utilized InDesign, Photoshop & Illustrator to design visually appealing graphics displayed across multiple mediums. (print, video displays, marquees, social media)
- Developed and implemented marketing strategies across multiple social media platforms. (FB, Instagram, Twitter) Assisted with ideating, creating and distributing marketing materials.
- Enthusiastically coordinated events to promote student engagement with ArtPower at UCSD and increase student involvement with educational, artistic resources on campus.
- Served as student liaison at ArtPower events. Enthusiastically represented and communicated the artistic and educational mission of ArtPower to students & benefactors.

### Food Recovery Network at UCSD | Outreach Coordinator

September 2015- Present

- Collaborated with founding members to establish bi-laws of Food Recovery Network at UCSD. Worked together to navigate legal requirements of center for student involvement at UCSD, in conjunction with national food safety laws under the Good Samaritan Act.
- Developed strategy to most effectively coordinate pickup and drop-off times of food donations from donors (Farmer's Market, HDH) to donation sites in compliance with food safety laws as well as partner & member availability.
- Demanded increased attention and action from UCSD HDH regarding sustainable practices, then enacted tangible response plan. Recruited students to serve as the intermediary between preventing food waste & treating food insecurity.
- Diverted over **100 pounds** of excess food produced on campus to donation centers over the course of **2 month trial period**, successfully proving an outstanding need for FRN presence on campus.

### Alpha Chi Omega, Iota Nu | PR& Marketing Chair

September 2013- September 2015

- Coordinated Iota Nu chapter advertising and promotion. Increased chapter visibility and brand recognition resulting in **150% increase** in pledge class size over the course of 1 year. Designed apparel, merchandise and electronic graphics to promote chapter presence across campus community. Devised and coordinated chapter events for **120 members**.

## Education

### University of California, San Diego

Expected June 2017

B.S. Cognitive Science | Human- Computer Interaction | Design Minor

Eleanor Roosevelt College Honors Program

## Relevant Coursework

Human Centered Design (DSGN1), MATLAB programming (CSE7), Cognitive Design Studio (COGS102C), Statistical Analysis (COGS14A|B), Principles of Economics (ECON1), Social Psychology (PSYC6)

