

Contact



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## EDUCATION

Ohio University:

Scripps College of Communication

Major: Strategic Communication

Certificate: East Asian Studies

Specialization: Chinese

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## EXPERIENCE

### Project [You] (Formerly Known As NYCCS)

New York, NY

Nov. '15- Present

#### Operations Developer/Creative Director

- Commissioned research to discover consumer insights used to inform advertising and brand strategy for rebranding, such as conducting interviews and analyzing secondary research to reveal consumer's attitudes, behaviors, and perceptions.
- Provided a clearly defined brief that contains concise information on the product, audience and strategy for development of big idea.
- Designed and developed website for rebranding (To Project You)
- Conceptualized Premise, Promise, and Proof to create the Brand Essence.
- Designed Flyers, logo, and other creative.
- Wrote two grants: Bank of America and Discretionary Funding Grant
- Wrote Policies, Plans, and Procedures, along with appropriate forms for accreditation.

### Fueled

New York, NY

Aug. '15- Nov '15

#### Digital Marketing Intern

- Analyzed changes in SEM searches for Fueled Website using Google Analytics, SEO Dashboard, Buzzstream, which was disseminated in the weekly report
- Created keyword buildout for Fueled SEM campaigns in Google AdWords.
- Monitored impressions, click-thru rate, cost per click, and overall budget of \$1,000/week for SEM Campaigns.

### American Advertising Federation

National Student  
Advertising Competition  
Ohio University  
Aug. '14-May '15

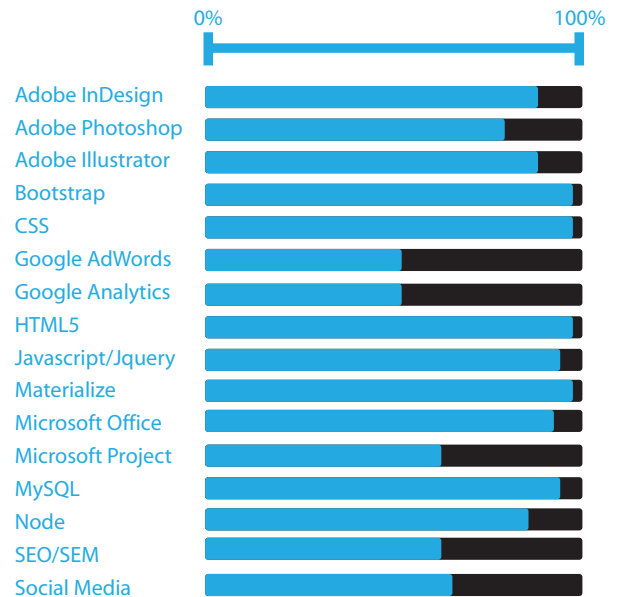
#### Student Media Director

- Created Flighting Chart for Media Spots most relevant to Pizza Hut's target audience.
- Reviewed marketing research using MRI that was used to develop media plan.
- Developed budget for advertisement placements used to create media plan.

## PERSONAL STATEMENT

With a background in web development as well as communications and advertising, Emily can be a strong driving force for improving the performance, scalability and reliability of development projects. Long track record of creating dynamic, rich and interesting web portals, and of providing long term solutions to front and back end solutions.

## SKILLS



## LANGUAGE SKILLS

