



# Emily S James

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EDUCATION  
EXPERIENCE  
SKILLS  
ACTIVITIES

## **Wake Forest University · Winston-Salem, North Carolina**

Bachelor of Science in Business and Enterprise Management · May 2014

Concentration: Marketing/New Business Development · Minor: Entrepreneurship · GPA: 3.4 · Dean's List

### **PR/Social Influence Intern**

**Mullen · Winston-Salem, NC · September 2013/December 2013**

- Generated brand awareness, advocacy, and trial by cultivating lasting relationships with top influencers
- Created social content for brands such as Auntie Anne's Pretzels, Hanes Hosiery, Sylvan Learning Center, and CSX Corporation; engaged people, while telling rich, thematic stories
- Executed social programs across retail and fashion by marketing to fashion and "mommy" bloggers
- Researched industry and competitor trends to provide clients with a relevant competitive framework

### **Ad Sales Intern**

**PEOPLE Magazine · New York, NY · Summer 2013**

- Developed promotional materials that highlight the benefits of buying advertising
- Pitched an idea to PEOPLE Style Watch addressing how to target a younger audience, specifically college girls; Presented to Senior Editor and Publisher; presentation passed along to the Digital Team for consideration for PEOPLE.com
- Communicated with marketing, PR, events, creative and edit teams to organize advertising programs for brands such as Unilever, Proctor & Gamble, Dior, L'Oreal, Pepsi, Starbucks, ect.
- Sharpened digital marketing skills working with PEOPLE.com Ad Operations and Sales teams
- Initiated the development of a terminology binder to educate future interns and employees on the countless terms and abbreviations of the advertising and publishing industries
- Executed a social media and marketing campaign to promote an Intern Challenge video entitled "My Time Inc Story"

### **PR Intern**

**GTECH Corporation · Providence, RI · Summer 2012**

- One of four interns at the company headquarters selected through a competitive, two-round interview process
- Designed and implemented a state-of-the-art computer lab with \$15,000 for The Vision School, providing education and technology for 60 "at risk", inner-city boys ages 12-20
- Authored and published over six articles per month for the company-wide newsletter viewed by 8,000 employees in over 60 countries; articles completed within a three week deadline on time
- Designed and created brochure for Community Involvement by researching data over past five years to provide accuracy and visual appeal

### **Digital Marketing Intern**

**Astonish Results · Warwick, RI · Summer 2012**

- Digitally marketed 80 insurance companies throughout the U.S. using social media and blogging
- Wrote and tailored blog posts to needs of particular insurance agencies, increasing clientele, products sold per day, site traffic, and company relevance in search engines

### **Artist/Entrepreneur**

**Society6 · September 2012/ Present**

- One of 2,000 artists from all over the world verified to be an artist for this collaborative art/design website
- Create 18x14 oil paintings and pastel drawings to share with customers of Society6
- Sell my work as quality art prints, iPhone cases, laptop cases, stationary, t-shirts, and tote bags between \$15-\$150, receiving 20% commission

### **Wake Forest Dance Company · Fall 2010/ Present**

- Collaborate with dance company members in the choreographic process, using dynamic movement, music, and lighting to portray a message to an audience

### **Fox TV's "So You Think You Can Dance" · March 2012**

- One of 200 dancers selected by celebrity judges to travel to Las Vegas for the final round
- Included in Top 26 Girls out of thousands of dancers in the competition

*Computer:* Proficient in Microsoft Word, Excel, PowerPoint, Photoshop, iMovie

*Language:* Working knowledge of Spanish (oral and written)