

EME BUCKLEY

emaleegray@gmail.com ☆ 508-212-4931 ☆ emaleebuckley.com

EXPERIENCE

EAST COAST PAGE

New York, NY

NBCUniversal Page Program (a rotational program that prepares grads for media careers).

Jun '21 – Feb '23

Peacock Brand Strategy Page

- Generated a monthly report to identify competitor strengths and strategize efforts to gain market share.
- Produced a weekly newsletter for marketing and comms teams, covering relevant entertainment and marketing news and activity with a 90% open rate, increasing clicks by 10% over 3 months.
- Developed 3 data-driven and audience-targeted marketing strategies for new titles on tight deadlines.
- Coordinated the scheduling of daily meetings and circulated detailed notes to help keep project flow on schedule.

Syndication Studios Marketing Page

- Supported an activation for The Steve Wilkos Show at CrimeCon '22, coordinating travel logistics, liaising with event staff, and overseeing the vendor build; the event helped bring followers across socials to over 7 million.
- Collaborated with production teams to create a series of engaging bite-sized content for social media leading up to the launch of the Karamo Show, generating over a million video views on TikTok before the premiere.
- Added to a comprehensive sales toolkit that included talent one-sheets and pitch decks, supporting the ad sales team in growing yearly affiliate station sales and acquiring show sponsors.

Corporate Social Responsibility (CSR) Page

- Ran events with 501(c)(3) partners supporting CSR social impact pillars, vetted nonprofits, and supervised key tasks during 'Season of Service,' NBC's largest volunteering push of the year, with 3.5K employees aiding 100+ projects.

Saturday Night Live Seater & Production Assistant

- Arranged SNL seating for 600+ GA and VIP guests and escorted high-level talent, collaborating with audience and talent teams to ensure seamless coordination and mitigate audience issues during a fast-paced, live production.
- Executed over 150 live studio audience tapings for late-night shows, managing check-ins and seating and maintaining high energy levels and organization in the studio.

QUALITY ADMINISTRATOR

New York, NY

MEDlcept Inc.

Jun '20 – Jun '21, Mar '23 - Present

- Deliver meticulous quality control procedures and copy editing for medical device manufacturing clients and assisted with website maintenance and redesigning creative materials and marketing assets.

HEAD HOST

New York, NY

Inside Park at St. Bart's

May '18 – Jun '21

- Managed FOH operations, including opening and closing, high-volume phone coverage, 250+ covers a shift, and collaborating with the catering manager to facilitate event booking while upholding a 4.4 rating on OpenTable.
- Produced visually engaging promotional materials and special menus for seasonal promotions and large parties.

CASTING INTERN

New York, NY

NBCUniversal

Jan '20 – May '20

- Supported the pilot season process by managing office needs, providing timely support to SVP and EVP of casting, and taping and submitting talent auditions for 6 network shows on tight deadlines.

MARKETING INTERN

New York, NY

Editorialist Magazine

May '19 – Aug '19

- Headed sample trafficking needs for Fall/Winter issue photo shoots, liaising with fashion stylists and maintaining relationships with 20+ brands to ensure the magazine remained in good standing as an industry partner.
 - Initiated an e-commerce overhaul project to streamline site navigation, optimize shipping efficiency, and enhance user experience; achieved a 30% increase in positive customer feedback and reduced inventory errors to < 1%.
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EDUCATION

Sept '16 – May '20

Pace University, NYC: BBA - Arts & Entertainment Management

Minors - Fashion Marketing & Art | Pforzheimer Honors College | magna cum laude (3.73 GPA) | Orientation Leader '19 |

SKILLS

Microsoft Office; Adobe Creative Cloud; Canva; WordPress; Airtable; Sintec OnAir; POP; MRI-Simmons; YouTube Studio; Concur; Slack; Critical Mention; Writing and Copy Editing; Script coverage; Fact-checking and Research; Transcribing