

# EMMA R. GOFF

(704) 466 -5180 | egoff410@gmail.com | Anderson, SC

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## **EDUCATION**

Bachelor's degree | Clemson University  
Wilbur O. and Ann Powers College of Business  
Graphic Communications | Business Administration

May 2025

## **TECHNICAL SKILLS**

Adobe Creative Suite | HTML | Microsoft Office | Social Media Platforms | 3-D Rendering Software | Social Media Analytics

## **WORK EXPERIENCE**

### **Creative Specialist & Product Photographer | Orian Rugs**

August 2024- December 2024

- Managed and grew company's social media presence on Instagram, Facebook, Etsy, and LinkedIn, increasing engagement and brand visibility.
- Created visually engaging content (product photography, lifestyle shots, and 3-D room renderings) to align with marketing strategies and elevate brand presence on digital platforms.
- Standardized and updated product photography guidelines based on market research and social media trends, improving content quality.
  - Saved company roughly \$25,000 per year by moving all photography operations in-house
- Proposed and implemented strategic plan to integrate social media campaigns with broader marketing efforts, helping drive sales and brand credibility.

### **Marketing & Design Intern | Orian Rugs**

May 2024- August 2024

- Assisted in designing and printing product catalogs for customers and trade shows.
- Captured and edited product photos for digital marketing and e-commerce platforms, optimizing images for social media
- Assisted in the creation of promotional materials for trade shows (Las Vegas & High Point markets)
- Worked with marketing team to develop engaging campaigns and content aimed at increasing brand recognition

### **Print Producer | The Graphic Cow Company**

August 2023- December 2023

- Gained experience in fast-paced, deadline-driven, labor intensive environment, which honed my ability to manage multiple projects and stimulate work ethic
- Operated 12 color screen printing press that produced 500-1,000 shirts per press daily
- Performed pre-press operations such as color separations, halftone transformation, and outputting film.

## **IMPORTANT LINKS**

Portfolio Website & QR Code:

<https://emmagoffportfolio.com/>

LinkedIn Profile:

[www.linkedin.com/in/emmagoff410](http://www.linkedin.com/in/emmagoff410)

