

EMMA R. GOFF

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

EDUCATION

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

May 2025

TECHNICAL SKILLS

Adobe Creative Suite | HTML | Microsoft Office | Imagine.io 3-D Rendering Software | Social Media Analytics

WORK EXPERIENCE

Customer Service & Operations Specialist | Wise Business Forms

March 2025- Present

- Delivered responsive and attentive customer service, ensuring a positive experience from order entry through delivery.
- Served as a primary point of contact for customers and suppliers, building strong relationships and resolving inquiries with professionalism.
- Coordinated directly with suppliers to source materials, outsourced products, and supplies, keeping customer needs and deadlines a top priority.
- Handled purchase invoices and billing statements
- Prepared and sent invoices for sales orders, providing clear communication to customers regarding billing and payment.
- Assisted with month-end reporting to provide accurate data for leadership and finance teams
- Supported business development initiatives by identifying opportunities to strengthen customer relationships and boost sales

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 Production Intern | 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://emmagooffportfolio.com/>

LinkedIn Profile:

www.linkedin.com/in/emmagoff410