

# EMMA R. GOFF

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## EDUCATION

Bachelor of Science | Clemson University

May 2025

Wilbur O. and Ann Powers College of Business

Graphic Communications | Business Administration

## 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 &amp; QR Code:

<https://emmagoffportfolio.com/>

LinkedIn Profile:

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