

# EMMA PRICE

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Highly driven graduate student-athlete at DePaul University with strong communication and leadership skills. Experience with social media, marketing, sales, and design. Fast learner and eager to pick up new skills.

## EDUCATION

DePaul University, Chicago, IL GPA: 3.95

Graduate Program: MBA in marketing

Expected graduation: June 2023

Bachelor's: Public Relations and Advertising

Minor: Graphic Design

## WORK EXPERIENCE

### Marketing Associate

UroSystem Inc. 12/1/20-present

- Develop personalized contact strategies for doctors using HubSpot CRM
- Create a database and reach out to doctors and potential patients
- Manage Twitter and LinkedIn accounts

### Creative Intern

Power Digital Marketing 6/15/20- 11/20/20

- Created designs for social media, email, blogs, landing page, etc
- Worked with other teams to develop Advertising Strategy
- Wrote a marketing firm analysis for corresponding internship class

### DePaulia Sales Associate

DePaul University 3/10/19-11/10/19

- Sold print, online, and social media advertising space while developing relationships with advertisers and agencies
- Attended meetings and discuss sales strategies for the paper

### Marketing Intern

Leg Appeal Boutique 6/1/19-8/1/19

- Ran ad campaign and created social media graphics for "The Boyfriend Edit"
- Curated collection using Shopify
- Outreached to bloggers, local businesses, and influencers about events and products

## SKILLS

### Creativty and Design

- Adobe Creative Suite - XD, Photoshop, Illustrator, Premiere, In Design, Lightroom
- Canva and Procreate

### Technical

- Microsoft Office Suite and Google Suite, Hubspot, Facebook Business, Shopify

### Marketing and Communication

- CRM strategy, Email marketing and analytics
- Writing, editing, social media management

## ADDITIONAL ACTIVITIES

### DePaul University Athletics

- Division I Women's Volleyball player
- 2018-2019 season MVP, 4 time all-academic team

### FOX Sports University

- Worked on a team to create a campaign for NASCAR iRacing on FOX using data collection and interpretation, PR activations, social media, and more

### Advertsing Media Planning

- Media Planning with Prof. Lauren Ignoffo
- Developed Media Plan for Air BnB outlining media partners, programmatic strategy, budget, and measurement

### Photography/Design

- Work displayed at MOPA, senior portraits photographer, campaigns for botique
- Work as freelance designer on Upwork

### Bartending

- Work part-time at Sluggers as a bartender