

EMILY SZEWCZYK

EDUCATION

TEXAS STATE UNIVERSITY (2020 - 2024)

- Bachelor of Science in Advertising with a Digital Media concentration; minor in Writing
- Graduation with honors: *Magna Cum Laude*

VISTA RIDGE HIGH SCHOOL (2016 - 2020)

- Graduation with honors, GPA: 4.898.
- Vista Ridge Marching Band: *2018 Texas 6A State Champions.*

EXPERIENCE

SENIOR TRANSITIONS OF AUSTIN

Move Manager (2020 - Present)

- Assist senior citizens with downsizing, organizing, relocating, floor planning, and design services.
- Create marketing collateral, photo enhancements, and advertisements.

ZETA TAU ALPHA (SORORITY)

Vice President (Nov 2022 - Nov 2023)

- Manages and delegates responsibilities to a committee of 30+ sorority members.
- Leads weekly discussions regarding events, activities, workshops, and philanthropic efforts to 150+ sorority members.
- Reports chapter's activities weekly to advisors.

Executive Social Media Manager (Nov 2021 - Nov 2022)

- Curated Instagram and TikTok content to help drive activity, create awareness, and help increase engagement.
- Over Q3-2022, Instagram engagement increased 183% resulting in a 76,000+ reach.
- Designed visual compositions to enhance sorority presence and engagement.
- Developed recruitment-focused marketing strategies.
- Managed two assistants and delegated tasks for both individuals weekly.

DELL TECHNOLOGIES

Career Experience (Feb 2020)

- Participated in Leander ISD's COOL Week Program.
- Created an advertising campaign for Dell's Alienware brand at SXSW.
- Pitched our project to Dell's graphic design team.

CONTACT

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SUMMARY

Recent college graduate with a keen interest in the advertising industry, looking to leverage my creative skills and academic background in innovative campaign development. Proficient at visual design, content creation, and strategic thinking. I'm eager to bring fresh, original ideas to a forward-thinking and collaborative team.

SKILLS

- Art Direction
- Copywriting
- Adobe Suite: Photoshop, InDesign, Illustration, Firefly
- Social media management
- Canva
- Web Design: Wix, WordPress
- Generative AI