

Emily Robinson

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Professional Summary

Enthusiastic and eager to learn marketer, looking for the opportunity to further develop my skills in social media, digital marketing, and event planning, as well as grow my career within the Marketing world.

Education

Loras College, Dubuque, IA

Aug. 2016- Present

Bachelor of Science in Marketing, Minor in Management Information Systems

Professional Experience

Advancement Communications Intern, *Loras College*, Dubuque, IA Aug. 2019-Present

- Help audit, manage, and maintain website
- Develop content and produce weekly email communications
- Review analytics and pull weekly reports to track conversion rate trends
- Monitor, maintain, and update Facebook and Twitter accounts daily
- Create graphics to share on social media channels
- Integral involved in the content development and creation of new Alumni website

Marketing Intern, *FSBOHomes.com*, Dubuque, IA May 2019-Present

- Create and implement social media plans on Facebook and Instagram
- Coordinate appointments between home buyers and attorney
- Generate new promotions and marketing campaigns to increase brand awareness

Marketing Coordinator, *Resources Unite*, Dubuque, IA Jan. 2019- Aug. 2019

- Served as an advocate for individuals in need
- Planned and coordinated largest annual fundraiser
- Managed tennis shoes drive for women in need within the community
- Created and implemented social media plan that increased followers and engagement on Twitter and Instagram

Associations and Awards

- NCAA D-III Soccer (4 yrs.; Forward)
 - Conference Champion 2016-2019
 - 2016-2019 Team Award for Academics
 - 2016-2018 NCAA Tournament Participant
- Marketing Club (3 yr.)