



EMMA WOERLE

CONTACT

erw3026@rit.edu
emmawoerle@gmail.com
www.Emmawoerle.com

EDUCATION

Rochester Institute of Technology (RIT) Rochester, NY | Class of 2022

- Bachelor of Science in Advertising and Public Relations
- GPA: 3.72/4.0, Dean's List
- **Relevant Coursework:** Social Media Mktg and Analytics, Principles of Advertising, Principles of Marketing, Public Relations, Public Relations Writing, Digital Design in Communications, Media Planning, Copywriting & Visualization, Statistics II

SKILLS

Personal Skills: Organized, detail-oriented, creative problem solver
Computer Skills: Salesforce, Social-Studio, Microsoft Office, Adobe Premier Pro and Rush, Photoshop, Illustrator, InDesign, iMovie, JMP, Canva, Final Cut Pro, Google Suite, ~~Netlytic, WebDataRA, WorkBench, Communalityc, Gephi~~

SOCIAL MEDIA

Instagram: @Emmawoerle
YouTube: Emma Woerle

OTHER

- Disability – Hard of hearing
- Gold Award Girl Scout

SUMMARY

Energetic, optimistic, and focused college senior eager to apply knowledge of advertising, public relations, and social media to achieve company goals. Looking for a creative and dynamic full-time position for post-grad. Dedicated to working hard to make positive contributions and collaborate with team members. Excellent work performance and attendance record.

WORK EXPERIENCE

Communications Intern, Rochester Jr. Americans, August 2021 – Present

- Manages the Instagram and ~~TikTok~~ for the Jr. Amerks' Girls Program: daily posts, weekly campaigns, engagement, and content creation.
- Collaborate with various teams to make and produce photo and video content at practices, games, and tournaments.
- Plan and promote monthly ladies' nights for all female hockey players on the Jr. Amerks and Webster Youth Hockey

Social Media Specialist, RIT University Communications, Sept. 2020 – Present

- Research, write, and schedules social media posts for RIT's mothership accounts (Facebook, Twitter, Instagram, and YouTube)
- Monitor social media comments and mentions
- Collaborate with various teams to make and produce photo and video content

Actor, Various Productions, 2013 – Present

- Act in numerous TV, web series, and student and independent films across the Northeast

Assistant, Kerry Georgeadis, Realtor, Summers 2018 – 2020

- Set up appointments, managed schedule, and ran errands

Writer, *The Reading Eagle*, Jan. – June 2019

- Wrote entertaining and informative articles for an award-winning supplement for teens

EXTRACURRICULAR ACTIVITIES

Alpha Xi Delta Fraternity, Sept. 2019 – Present

- Membership Vice President, Dec. 2020 – Present
 - Plan, organize, and advertise recruitment events
 - Oversee Membership Council (team of five)
- Finance and Operations Vice President, Jan. 2020 – Dec. 2020
 - Create budgets and manage member accounts
 - Oversee FOVP Council (team of three)

Marketing, Advertising, and Public Relations Club, Jan. 2020 – Present

- Discuss and practice marketing, advertising, and public relations strategies and concepts. Work with real world clients.