

EMILY NAYLOR

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EDUCATION

American University, Kogod School of Business

Bachelor of Science in Business Administration

Specializations: Marketing, Entrepreneurship

Washington, DC

September 2019 – August 2023

Bath Spa University

American University, Cornerstone Program

Bath, England

September 2019 – December 2019

The Taft School

High School Diploma

Watertown, CT

September 2016 – May 2019

WORK EXPERIENCE & INTERNSHIPS

Seth Kaller Inc.

Associate

White Plains, NY

January 2024 – Present

- Sale of rare luxury historical artifacts (U.S. Constitution, Declaration of Independence, Bill of Rights, etc.), participate in building museum collections, collaboration with high profile clients, and foster long-term client relationships
- Plan marketing campaigns for monthly events and auctions, including creation of website with Squarespace, brochures, sale catalogs, funding plans, and collaboration with PR firm on event themes, messaging, and branding

Global Tech Experience

Digital Marketing Trainee

Washington, DC

May 2023 – August 2023

- Built ecommerce site using Shopify and leveraged paid social campaigns to improve conversion and reduce friction
- Analyzed A/B test results, calculated cost-efficiency metrics, and evaluated campaign performance
- Conducted keyword research, optimized copy for search engine optimization (SEO), and consulted with global team on 10+ client case studies (Starbucks, Netflix, Fenty Beauty, etc.)

Kogod Capstone Championship

Consulting Analyst

Washington, DC

January 2023 – May 2023

- Presented my senior capstone project, an investment analysis and fundraising pitch deck for a pre-launch productivity software App to founder and panel of judges – won 3rd place out of 42 teams and 210 students
- Analyzed market opportunity with competitive analysis, identified target market and total addressable opportunity
- Prepared financial model with detailed cost/revenue forecast, cashflow analysis, income statement and balance sheet
- Created go-to-market plan including marketing strategy and timeline, with actionable recommendations

In Order to Succeed, P Squared Away

Internship

CT & NY

May 2021 - August 2022

- Designed company website, blog, and social media posts on Instagram and Facebook

Town of Greenwich Tennis

Internship

Greenwich, CT

May 2019 - August 2020

- Created team projections using player point accumulation and organized 10+ teams match scores with Excel

American University Cornerstone Program

Student Ambassador

Bath, England

September 2019 - December 2019

- Wrote blog posts documenting experiences learning and living abroad in Bath, England, and traveling Europe

Exceptional Writing Coach

Internship

CT & NY

May 2019 - September 2019

- Analyzed marketing research on competing education firms and created market profiles of prospective student clients

TECHNOLOGY & SKILLS

Canva, Adobe, Microsoft Office Suite, Google Analytics, Instagram Creator Tools, Shopify, Squarespace, Google Keyword Planner, Google Optimize, Google Ads, Meta Ads Manager, Sprout Social, Insense Influencer Platform, Python, Tableau, all social media platforms, Notion, FileMaker, ChatGPT, Coding