**Emma Ferer**

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**EDUCATION**

**Colby College** Waterville, ME, US

*Major: Global Studies (Bachelor)* Feb 2024 – May 2026

**Southern Methodist University**  Dallas, TX, US

*Intended Major: Advertising (Bachelor)* Aug 2022 - Dec 2023

Cumulative GPA: 3.626/4.0

**Related Courses**: Microeconomics, Macroeconomics, Survey of Advertising, Intro to International Relations, Digital Media, Marketing Principles of Advertising

**Academic Project Experience:**

Case Study Team Project, Marketing Principles of Advertising

* Assessed 3 issues with the brand Fit Bit
* Created a PowerPoint to display our rebrand strategy for Fit Bit
* Created 3 swot analyses to show the effectiveness of our proposed solutions

**WORK EXPERIENCE**

**Vegas PR** Tokyo, Japan

*Marketing Intern*  Jun 2024 – Aug 2024

* Assessed over 100 potential partners to work with using Google Suite
* Crafted 3 potential Instagram templates using Canva
* Designed 2 presentations about potential influencers for Pandora and Buy Me Stand
* Translated the Vegas PR website to English and wrote 20 lines of copy

**Meletio Lighting** Dallas, US

*Marketing Intern* Jan 2023 – Jun 2023

* Assists with graphic design for 2 social media accounts
* Speaks with over 20 local interior designers to gather customer data
* Created 10 Instagram posts for Meletio’s social media

**Hooked Beaver Creek**  Vail, US*Hostess* Jun 2022 – Aug 2023

* Learned how to manage time and communicate in a customer service setting

**Ski Tune Shop** Vail, US

*Ski Tech* Nov 2019 – Present

* Took my knowledge from ski racing to provide tuning services to over 15 client’s skis

**Author**  Vail, US

*Author* Jun 2022 – Present

* Self published a poetry book about growing up.
* Created a writing website that gives the public access to my short stories and the ability to connect with the community through sending messages.

**LEADERSHIP and ACTIVITIES**

**Alpha Kappa PSI** Dallas, US  
*Newly Initiated Member* Mar 2023- Dec 2023

* Interviewed 30 PNMs to recruit quality freshman for our organization
* Attended and asked questions at 2 alumni panels
* Recruited 2 new members for the Fall 2023 new member class

**Advertising Club** Dallas, US  
*Social Media Assistant* Oct 2022 – Dec 2023

* Created 7 informational posts promoting ad club and its events
* Set up 2 advertisement watch parties to study the quality of ads

**Law Proctor**  Dallas, US

* Monitored 4 law class exams Dec 2022

**SKILLS**

**Computer Skills:** Social media management (Instagram, VSCO, Twitter, Facebook), Microsoft Office (Word, PowerPoint), Canva

**Additional Skills:** Writing, Data analysis, Market research, Public speaking, Media planning, teamwork, Graphic design, Time management