

EMMA DOYLE

SOUTHERN METHODIST UNIVERSITY

CONTACT

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EDUCATION

Southern Methodist University Bachelor of Arts

Dallas, TX

Advertising - Digital Media Strategy
International Studies Minor

GPA: 3.38

Advertising GPA: 3.6/4.0

Jan 2016 – May 2019

SMU-In-Switzerland

Aug 2015 – Dec 2015

SKILLS

Communication:

- Excellent written and verbal communication skills
- Experienced with event promotion/organization on social media

Computer:

- Skilled in Excel to create spreadsheets for data reports
- Experience with Instagram planner, Planoly
- Experience with WordPress and editing website content
- Managing and contributing to Facebook, Instagram, Twitter, Tumblr, Snapchat, and Pinterest accounts for organizations

Research:

- Information Literacy Certification
- Google Analytics Certification
- Google AdWords Certification
- Twitter Flight School Certification

PROFILE

As a creative, forward-thinking individual with a passion for all things digital, my calmness under pressure allows me to pay close attention in the fast-paced and ever-evolving world of social media. I am detail oriented, but can still see the big picture and stay focused on the task at hand and tuning out noise and distractions. I enjoy organizing my thoughts, converting my ideas into reality, and solving problems to meet deadlines, individually and in a team setting.

EXPERIENCE

SMU Financial Aid Department

June 2015 - May 2019

Dallas, Texas

Assistant to Associate Director of Scholarships, Student Employment and Athletics

- Communicated with all SMU departments to streamline awarding process
- Managed the social media accounts for the department – sharing scholarship opportunities and financial aid news on Facebook, Instagram, and Tumblr
- Planned the 2016, 2017, and 2018 Student Employee of the Year Luncheons
- Assisted the department in multidisciplinary capacities where needed

Student Employment Coordinator

February - May 2017

Dallas, Texas

- Temporarily filled the position of Student Employment Coordinator for a semester while the position was vacant
- Carried out checks on weekly reports, adjusted budgets, and helped other departments until the position was filled

As You Wish Events

June 2018 - August 2018

Addison, Texas

- Ran the social media accounts which included planning, posting, and creating content and posts for Instagram, Facebook, and Pinterest
- Attended and facilitated meetings with vendors and clients
- Managed projects via email and prepared documents and contracts for clients

ICAN Campaign

January 2019 - May 2019

Dallas, Texas

- Constructed a winning campaign for the introduction of Mercer Wine's canned wine

LEADERSHIP & ACTIVITIES

Greek Life

January 2016 - May 2019

Dallas, Texas

Member of Alpha Chi Omega

- Served as assistant to 2016-2017 Public Relations and Marketing chair by handling maintenance of all chapter social media and facilitating website efforts
- Participated in recruitment workshops that led to networking with new people, sharing personal values, and incorporating other people's views into a decision-making process, through conversation
- Volunteered and fundraised for Genesis Women's Shelter at Alpha Chi Couture for the past three years