

Emily Edwards

Orlando, FL | Mobile: (407)-205-6656 | Emily_Edwards08@knights.ucf.edu | www.linkedin.com/in/emilyedwards8

EXECUTIVE SUMMARY

Creative marketing student at the University of Central Florida with experience in retail design, strong verbal and written communication skills, and a passion for people. Success in growing clientele, assisting product post, and customer satisfaction. Well-versed in digital media marketing, and social media management tools, and Adobe Lightroom/Photoshop.

EDUCATION

University of Central Florida - Burnett Honors College, Orlando, FL **May 2024**
Bachelor of Science in Business Administration, Marketing
Cumulative GPA: 3.8

Seminole State College – Grindle Honors Institute, Orlando, FL **May 2022**
Bachelor of Science in Business Administration, Marketing
Cumulative GPA: 3.8

PROFESSIONAL EXPERIENCE

The Cliq Agency– Orlando, FL **June 2022 – August 2022**
Creative Marketing Intern

- Prospecting new clients and conducting three onboarding sessions while at The Cliq Agency
- Creating and scheduling posts for clients and the agency using platforms like Trello, Later, and Canva.
- Planning networking events like Vision Board Night
- Meeting with venue and catering companies to discuss future events.

Etsy Business Owner, Oviedo, FL **August 2020 – August 2022**
Business Owner

- Administrator and manager of Etsy page “Head2toeDollClothes”
- Merchandising and branding
- Responsible for photographing and editing items to ensure proper lighting and create flattering online marketing for the product
- Finance management including shipping and pricing to gain the most amount of profit while also appealing to the target market
- Gaining over 2,000 views and visits to the page and making a profit of over 100 dollars by promoting on Pinterest, Facebook, and messaging apps

Starbucks– Orlando, FL **June 2021 – November 2021**
Barista

- Crafting beverages quickly and efficiently
- Cashier services and drink recommendations
- Display arrangements and product stocking

ACTIVITIES AND CLUBS

- American Marketing Association **Fall 2022**
- Up All Knight Book Club – Marketing Board **Fall 2022**
- Seminole Education, Restoration, and Volunteer Program - Volunteer **Fall 2021- Current**

HONORS

- President’s list **Summer 2020 – Fall 2022**
- Dean’s list **Spring 2022**
- Phi Theta Kappa Honors Society **Summer 2020 – Fall 2022**

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office, Excel, Word

Certifications: Adobe Photoshop

Online Portfolio: <https://emilyparkerstudio.com/>