

# EMMA HAMILL

## IMPACT STATEMENT

I am a self-starting, ambitious college graduate looking for opportunities to increase my digital communication and design skills. I approach my work and my life with empathy first - then strategy. I believe in taking time to understand people in order to craft messaging that creates meaningful connections through digital media.

## EDUCATION

B.A. Communications with Public Relations Concentration  
Meredith College 2021

## PROGRAMS

- Canva
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Office
- Google Suite
- QuickBooks
- WordPress
- Squarespace
- Wix

## SKILLS AND COMPETENCIES

- AP Guidelines
- Press Releases
- White Papers
- Content Calendar
- Blog Writing
- Research
- Content Creation
- Proofreading
- Copywriting

## CONTACT

631-316-9644  
emma@emmahamill.com  
LinkedIn: @emma-hamill  
[www.emmahamill.com](http://www.emmahamill.com)

## PROFESSIONAL EXPERIENCE

### CREATIVE MARKETING ASSOCIATE INTERNSHIP

**RDigital - Raleigh-Durham, NC | May 2020-Current | [rdigitalnow.com](http://rdigitalnow.com)**

- Assistant to the President and Chief Creative Strategist for two consecutive summer internships.
- Observed and supported in the development of a broad range of marketing initiatives across a diverse client base including nonprofit, consumer services food & beverage, and direct-to-consumer retail.
- Managed direct client communications to obtain assets, gather inputs for content planning initiatives, and seek client feedback and approvals.
- As part of a website development project, learned how to integrate business extensions and third-party software on the Squarespace hosting platform.
- Owned a portion of content creation responsibilities including concepting, design & copywriting for Instagram & Facebook content across multiple clients.
- Responsible for content publishing and moderation for social media channels.
- Led audience engagement and growth through industry-specific research in nonprofit organizations. Increased client account following by more than 900 followers on Instagram.

### MARKETING MANAGER AND CONTENT CREATOR

**Holistic Hair Salon - Cary, NC | January 2019-March 2020**

- Through a comprehensive redesign and development, transformed a professional services website into a highly engaging customer experience to showcase salon expertise and drive new client acquisition.
- Integrated appointment scheduling, custom content forms, social media channels, and a refined and sophisticated design reflective of the in-salon experience.
- Planned, designed, and wrote all content for the website and social media channels including Instagram and Facebook.
- Optimized salon operations by implementing financial and client tracking systems into the backend of website functionality.
- Fielded customer inquiries regarding services and products and maintained knowledge of current sales goals and salon promotions

### OFFICE MANAGER

**Elizabeth Gardens Landscape Design - Sag Harbor, NY | May 2018-August 2018**

- Oversaw all aspects of successful and high-volume landscape design, sales, company operations, and maintenance.
- Developed landscape plans and designs to meet client needs and align with provided budgets.
- Financial responsibilities included managing project invoices, progress tracking, projections, and initiating project estimates.
- Responsible for inventory ordering and delivery, crew supervision, time entry, and payroll.

### UNIVERSITY OFFICE ASSISTANT

**UNC Charlotte - Charlotte, NC | September 2017- May 2018**

- Responsible for the administrative tasks for Dean of Students & IT campus offices.
- Managed IT asset requests, fulfillment, and inventory for students and staff.
- Supported both offices with email correspondence, policies, and general communication amongst students and faculty.

### SEASONAL SALES ASSOCIATE

**Nordstrom - Durham, NC | May 2017-August 2017**

- Maintained an organized and presentable sales floor to promote merchandise and drive sales.
- Assessed customer needs and provided insightful recommendations and information about product features, resulting in a high rate of satisfaction & return customers.

### HOSTESS AND WAITRESS

**Travinia Italian Kitchen - Morrisville, NC | March 2013- May 2018**

- Hosted and waitressed for over four consecutive years
- Greeted new and returning customers and developed relationships resulting in customer loyalty.
- Managed reservations, seating, and guest accommodations during designated shifts as hostess.