

Emma B. James

PR/AD

Passionate about helping
organizations develop and express
their brand identity

CONTACT INFO

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT
CHAPEL HILL

B.A. Advertising and Public
Relations – Hussman School of
Journalism and Media class of 2021

LORENZO DE MEDICI INSTITUTE

Florence, Italy | Fall 2019 Study
Abroad

SKILLS AND ABILITIES

Project/Campaign Management

Social Media

Creative Writing/Blogging

Design Thinking

Canva/Adobe Illustrator

Microsoft Office

PROJECTS

INTEGRATED COMMUNICATIONS CAMPAIGN

UNC Hussman Capstone | Jan 2021 – May 2021

- Teamed with others to create an internal communications campaign for a class client, Chick-fil-A
- Executed the winning research report and campaign pitch to the client
- Received the feedback, "arguably the best presentation of all time" from professor, Livis Freeman

PUBLIC RELATIONS CAMPAIGN

UNC Hussman | Aug 2020 – Dec 2020

- Developed a comprehensive public relations portfolio alongside five team members for our client, Kidznotes
- Individually created an E release, fact sheet, communications audit, feature profile, and direct mail letter pitch for the client

WORK EXPERIENCE

STAFF MEMBER

Moonlight Basin – Big Sky, MT | May 2021 – Sept 2021

- Worked as a seasonal employee at a resort community in Big Sky, Montana, providing support to the food and beverage team across events, restaurants, and golf tournaments

PRESIDENT

UNC Loreleis | May 2020 – May 2021

- Provided leadership for the premier all-female a cappella group at UNC
- Oversaw executive board to promote and maintain a well-functioning 16-member organization centered around cultivating relationships
- Developed ongoing COVID-19 protocol for group operations
- Organized and ran biweekly 3-hour rehearsals

PERSONAL ASSISTANT

Pablo Vega – The Workshop | Feb 2021 – Apr 2021

- Assisted Durham, NC, composer and audio engineer with organizational tasks
- Conducted email correspondence with potential and existing clients
- Maintained calendar events including scheduling sessions and appointments

MARKETING INTERN

Tosco Music | May 2019 – July 2019

- Collaborated with employees and volunteers on social media strategy and increased use of Instagram "Stories" as a valuable marketing technique
- Managed set up, check-in, hospitality, raffle and merchandise sales, vendor support, and assisted with promotion for "FabFest," a Charlotte music festival