

Emily Edwards

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EDUCATION

Miami University | College of Creative Arts

August 2020 - May 2024

Bachelor of Arts: Emerging Technology in Business and Design | Minors: Digital Marketing and Art Therapy

PROFESSIONAL EXPERIENCE

Candid Network | Social Media Specialist

January 2023 - Present

- Created 64+ videos a month for 5 clients nationwide including Penn Station, Visit Cincy, Miami University, Farmer School of Business, Bibibop, and Jeff Wyler Automotive.
- Enhanced following and engagement on TikTok and Instagram.
- Built content strategy reports and brand ideation documents to send to clients.
- Utilized Hootsuite to efficiently schedule and manage clients' social media posts, ensuring timely and consistent engagement.
- Strategized and ran ad campaigns for 3 clients using TikTok Ads Manager and Meta Ads Manager.
- Produced monthly and quarterly boosting reports to clients, showcasing performance metrics and actionable insights.

Miami Shakerettes Dance Team | Social Media Marketing Manager

March 2021 - April 2024

- Grew Instagram following by 39.87% within the first year.
- Managed day-to-day operations of 3 social media accounts.
- Generated all social media posts, reels, and Instagram stories and created game day graphics. Organized semester photoshoots and submitted photos to Miami University for posting.
- Maintained website with current photos, videos, team roster, and upcoming performances.

Miami University Office of Admissions | Tour Guide Manager

March 2023 - May 2024

- Oversaw interviewing, hiring, and training process of over 200 new tour guides at Miami University.
- Facilitated positive and memorable relationships between prospective families and tour guides.
- Fostered a supportive atmosphere for all tour guides and admissions staff.

Miami University Office of Admissions | Tour Guide

October 2021 - March 2023

- Showcased campus to groups of 20+ prospective students and families.
- Advised groups on Miami's college admissions process and introduced campus opportunities.
- Embodied and presented the campus atmosphere positively to visitors.

Miami University Football | Student Graphic Intern

August 2022 - December 2022

- Designed Miami's 2024 recruiting logo for hundreds of football recruits.
- Made weekly cut-outs to go on official offer letters for prospective recruits.
- Created various graphics for posting and collaborated with other interns on edits and updates.

Skills

- Adobe Photoshop, Illustrator, Lightroom, After Effects
- Canva
- Figma
- Rival IQ, Mail Charts, SpyFu, SimilarWeb, semRush

Certifications

- SemRush Certifications
- Google Ads Display Certification
- Hootsuite Social Marketing Certification
- Hootsuite Platform Certification