EMMA LOWER

(508) 254-6880 • EMMA.R.LOWER@GMAIL.COM • LINKEDIN • BROOKLYN, NY

SKILLS

- TIME MANAGEMENT
- LEADERSHIP
- PROJECT MANAGEMENT
- EVENT PLANNING

TECHNICAL

- GOOGLE SUITE
- MICROSOFT OFFICE SUITE
- MAILCHIMP
- WHATCOUNTS
- ADOBE DREAMWEAVER
- iMOVIE
- CAPCUT
- SALESFORCE
- QUOTIENT
- INTUIT QUICKBOOKS
- INSTAGRAM
- TIKTOK
- FACEBOOK

EDUCATION

BACHELOR OF ARTS IN BUSINESS
Marymount Manhattan College
2021

REFERENCES

DANNA CREAGER
Breath Dance Project / Artistic Director
Phone: (714) 319-6604
Email: breathdanceproject@gmail.com

NANCY NESS
Web MD / VP of Marketing
Phone: (973) 769-5729
Email: nessnancy1@gmail.com

PROFESSIONAL SUMMARY

Versatile marketing professional with 5+ years of experience driving multi-channel campaigns — from social media and email to print. Known for sharp project coordination skills and a strong eye for visual storytelling.

EXPERIENCE

MARKETING MANAGER
JUNE 2024 - PRESENT
BREATH DANCE PROJECT

- Manage content creation, editing, and posting across Instagram and TikTok, growing the company's Instagram following by nearly 47%.
- Utilize editing tools to create engaging and compelling content staying true to the company's voice.
- Review performance metrics to improve follower growth and engagement rates.
- Produce monthly newsletter content, growing open rates by 3% through targeted storytelling and audience-focused curation.
- Assist Director in crafting and editing assets and copy for the company's website, and external residency and grant applications.

PROJECT COORDINATOR
JUNE 2024 - PRESENT
ASPHALT ENGINEERING

- Build and organize daily schedules for up to four work crews and manage their day-to-day operations including monitoring on time arrivals, reporting delays or setbacks to clients, and maintaining detailed records of completed projects.
- Serve as the primary client liaison, lead end-to-end project execution and ensure alignment with stakeholder goals and expectations.
- Utilize project management tools to create customer invoices and maintain client communication.
- Oversee administrative functions critical to project delivery, enabling teams to meet deadlines and maintain productivity.

SENIOR MARKETING SPECIALIST
AUGUST 2021 - JUNE 2024
WEB MD

- Developed and executed complex marketing campaigns from initial design to final delivery.
- Managed internal marketing calendars and schedules.
- Executed email deployments to lists of 50k+ recipients maintaining an average open rate of 39%, exceeding the industry average.
- Planned and managed events to enhance brand visibility, representing our brand at major industry trade shows and conferences.
- Liaised with major clients to understand their needs and provide exceptional customer service.
- Coordinated with design and production teams to create promotional materials including print ads for major industry publications, Vision Monday and 20/20 Magazine, as well as email, website banners, and social media assets.