

Emily Tree

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A self-starter who is creative, highly organized, well-traveled, and has excellent communication and writing skills who works well in groups and takes initiative.

Education

Pace University, Lubin College of Business, New York, NY

B.A., Advertising and Integrated Marketing Communications, Creative Writing minor, Spring 2018
GPA 3.6 | Dean's List Spring 2015, Spring 2016, Spring 2017, Fall 2018 | Trustee Recognition Award

Regents University, Regents Business School London, London, UK

Pace Study Abroad Program, Fall 2016

Academic Achievement

President, Presenter - Brand Marketing Team, Pace University, New York, NY

Oversaw all departments and wrote the plans book detailing a national campaign to reach Millennials – 2018 National Student Advertising Competition organized by the American Advertising Federation

Alpha Delta Sigma Honor Society, Pace University, New York, NY

Member of the American Advertising Federation's Honor Society for superior scholastic performance as a student of advertising at the collegiate level

Brand Marketing Team Award, Pace University, New York, NY

Received the 2018 Brand Marketing Team Award: for dedication that goes above and beyond

Skills

Writing skills: Strong writer with excellent copy editing, formatting and proofreading abilities

Technology Skills: MRI, Simmons, SRDS, Cision, Critical Mention, Microsoft Office, Keynote

Social Media: Proficient in the professional use of Twitter, Instagram, Facebook, Snapchat

Language: Basic understanding of Spanish

Work Experience

LaForce Marketing Communications Agency, New York, NY

Marketing and PR Intern – Target Account, Spring 2018

- Monitored media coverage of owned brands and brand collaborations
- Created press clippings of media coverage to be shared with Target corporate office
- Compiled influencer decks for collaborations
- Produced face books of editors, influencers, etc. before experiential programs

Rolling Stone Magazine, New York, NY

Marketing Intern, Fall 2017

- Created bi-weekly competitive analyses to be shared with the marketing department
- Assisted marketing department in planning Rolling Stone events and brand collaborations
- Put together photographer, talent and venue decks
- Wrote copy for social media campaigns
- Reviewed branded content and sponsored editorials for brand conflicts

Zac Posen, New York, NY

Marketing and PR Intern, Summer 2017

- Created weekly updates of all press coverage of the brand partners
- Archived an extensive inventory of garments from previous collections
- Assisted with PR organization and production of Zac Posen events and branding

Abercrombie & Fitch, Abercrombie Kids, New York, NY/Los Angeles, CA

Brand ambassador/Stock Associate, 2013-2016

- Utilized marketing tactics to drive sales and reach daily business goals
- Collaborated with co-workers to provide a positive workflow and create strong customer relations and meet business objectives