

Emma Barber

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Recent University of Georgia Marketing graduate with hands-on experience in digital marketing, social media strategy, content creation, website optimization, and audience engagement. Proven ability to increase brand visibility through data-driven marketing initiatives, creative storytelling, and platform optimization. Experienced in developing digital content, analyzing performance metrics, and supporting integrated marketing campaigns for education, nonprofit, and consumer brands.

OBJECTIVE: To secure a marketing role where I can leverage and grow my knowledge, skills, and experience in content marketing, storytelling, digital engagement, and brand positioning. I aim to contribute to business strategies in a way that honors the mission, vision, and values of the company.

EDUCATION

University of Georgia, Athens GA — B.B.A Marketing, emphasis Digital Marketing

August 2022 - May 2026

- GPA: 3.60 | Presidents List | Zell Miller Scholar | Hope Scholar
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PROFESSIONAL EXPERIENCE:

Digital Engagement Intern — *The Lumistella Company (Elf on the Shelf)*

Summer 2026

- Optimized Pinterest content strategy through front-end and back-end platform management, improving content discoverability, organization, and audience engagement.
- Created engaging short-form videos and social media content aligned with brand campaigns, seasonal initiatives, and audience interests across digital channels.
- Assisted in the development and execution of influencer gifting campaigns by coordinating influencer box preparation, content assets, and outreach support.
- Analyzed platform performance and digital engagement trends to inform content recommendations and support data-driven marketing decisions.
- Collaborated with cross-functional teams to enhance digital consumer experiences and strengthen brand engagement across multiple touchpoints.

Website Optimization Manager — *Georgia Orthopaedic Society*

March 2026 - Present

- Manage and optimize the Georgia Orthopaedic Society website, ensuring accurate content, seamless functionality, and an engaging user experience.
- Coordinate conference registrations, attendee communications, and event-related website updates for organizational events.
- Organize and maintain digital assets, sponsorship information, and member resources while implementing website enhancements to improve accessibility and engagement.

Digital Strategy Assistant — *Designables*

January 2026 - April 2026

- Conducted audience, competitor, and industry trend research to inform strategic content planning and strengthen brand visibility across digital platforms.
- Analyzed website performance and campaign metrics to identify opportunities for improving engagement, discoverability, user experience, and overall marketing effectiveness.
- Assisted in developing data-driven recommendations that supported digital strategy, content optimization, and customer engagement initiatives.

Digital Marketing Intern — *Coffee County Board of Education*

May 2025 - August 2025

- Developed and implemented digital marketing strategies that increased overall social media impressions by 40%, strengthening community awareness and engagement.
- Created and managed a comprehensive social media content calendar while designing branded promotional materials for multiple schools and district initiatives.
- Planned, directed, and executed a large-scale marketing campaign that increased the district's social media follower base by 35% through strategic content and audience engagement.
- Collaborated with district leadership to create marketing materials that maintained consistent branding and effectively communicated key messages to students, parents, and the community.

Website Designer — Clint Lott LLC.

May 2025 - August 2025

- Redesigned and launched a brand-aligned website, strengthening visual identity and improving overall brand consistency
- Developed and implemented branded digital content, increasing impressions by 70% and enhancing audience engagement
- Optimized site structure and navigation, reducing user friction and improving usability efficiency by 35%

Content Creator & Social Media Director — Alexa Stevenson Interior Design

January 2024 - January 2025

- Developed and published branded social media and digital content focused on visual storytelling, audience engagement, and cohesive brand identity.
 - Optimized website and social channels to increase engagement while managing Shopify and Wix operations, content updates, and brand consistency across digital platforms.
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LEADERSHIP & PROFESSIONAL DEVELOPMENT

Brand Strategy Case Competition (Arby's Sponsor) - University of Georgia - Semifinalist

Pitch Lead

January 2026 - April 2026

- A competitive digital marketing case competition (100+ students; teams of five) focused on solving a real-world business challenge for Arby's.
- Informed data-driven marketing recommendations to develop integrated marketing strategy including creative concepts, media planning, and campaign execution ideas.
- Led the end-to-end development of a comprehensive brand strategy that included content creation, positioning, 2.5 million omni-channel budget and proposed influencer and celebrity engagements - all driven by data informed decisions.

Delta Gamma Sorority

President

November 2024 - February 2025

- Elected to lead an organization of more than 350 members, overseeing chapter operations, executive leadership, and member engagement.
- Achieved 100% member retention throughout my term—the first time in the University of Georgia chapter's history.
- Guided the executive board in planning chapter initiatives, facilitating meetings, and supporting organizational goals while fostering a positive, values-driven culture.
- Led the chapter to earn national recognition for completing the highest number of community service hours among all Delta Gamma chapters.

Director of Primary Recruitment

October 2023 - October 2024

- Directed recruitment strategy and coordinated a large-scale selection process, welcoming 110 new members from a pool of more than 2,000 participants.
- Developed recruitment messaging, storytelling, and brand positioning strategies to effectively communicate the chapter's values and culture to prospective members.
- Collaborated with executive leadership and recruitment committees to manage event logistics, scheduling, and day-of operations throughout the recruitment process.
- Analyzed recruitment outcomes and adapted strategies to enhance the prospective member experience while ensuring an organized and efficient recruitment process.

Shop With a Bulldawg — Executive Director of Mass Media

November 2023 - January 2025

Student-run nonprofit organization that raises funds to provide holiday shopping experiences for more than 500 children in the Athens-Clarke County community.

- Led the organization's marketing and media strategy by developing promotional campaigns that increased participation by **52%** and expanded community awareness of the initiative.
- Directed content creation across social media, digital platforms, promotional materials, and event communications to maintain a cohesive and engaging brand presence.
- Built and maintained relationships with community partners, sponsors, student organizations, and local media to strengthen outreach efforts and support fundraising initiatives.
- Collaborated with executive board members to develop marketing strategies, coordinate campaign timelines, and ensure consistent messaging across all communications.

American Marketing Association — Client Team Member

January 2024 - May 2026

- Collaborated with team members to develop marketing campaigns for various clients.
 - Conducted market research, content creation, and analyzed target audiences to inform strategy decisions.
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SKILLS: Google Analytics & Ads Certification | Adobe Creative Suite | Canva Proficiency | Wix | Shopify | Multi-Channel Optimization Skills | Meta Media Buying & Planning Skills