

Emma Barfus

+15096078366 (USA) or +46765489610 (Sweden) | emmabarfus@gmail.com |

[My Portfolio](#)

EDUCATION

Master's Degree, International Marketing and Brand Management **Aug**
2023- June 2024 *Lund University*

Projects: Consulting, Qualitative & Quantitative Research

Extracurricular: International Social Media Ambassador, International Desk Podcast

Thesis: Driving consumers to sustainable behavior via mobile applications

Bachelor's Degree, International Relations
June 2022

Brigham Young University- Idaho

Minor: Business Management

Projects: Founding a start-up company, consulting for nonprofits

Thesis: US-Latin America Legal Diplomacy

EXPERIENCE

Assistant Director of Social Media
July 2023 - Present

TSOS;

Remote

- Volunteer manager of Instagram, Facebook, Twitter, and LinkedIn for a non-profit dedicated to amplifying refugee voices and promoting change through storytelling.
- Support a team of 10 copywriters, interns, graphic designers, and video editors to enact cohesive and impactful social media campaigns that follow brand guidelines.
- Schedule social media calendar with multi-departmental newsletter content, press releases, partner events, and stories that communicate TSOS' mission.
- Monitored engagement and analyzed metrics to strengthen social media strategy and achieve a 250% increase in Instagram reach.

TikTok Manager

Oct 2023 - Present

Erasmus Student Network;

Sweden

- Volunteer on the national communication team of ESN Sweden's national chapter to create video content representing the national board and 15 local chapters.
- Monitor TikTok and Reel trends, including sounds, memes, and dances for potential content and edit videos that receive up to 1.1 million views.
- Create content that follows branding guidelines and organization regulations.
- Gain leadership and video editing skills through attending national and EU-wide conferences and training events.

GAP YEAR *June 2022- July 2023*

English Teacher

Dec 2022 – July 2023

Berhan School; Taichung, Taiwan

- Worked as a full-time elementary and preschool English teacher to 40 students to attain international experience.
- Adapted to unfamiliar workplace expectations and constantly changing environments in a Taiwanese work environment.
- Spearheaded completion of new study plans to raise average test scores by 30%.

Travel Copywriter and Proofreader

June 2022 – July 2023

Freelance; Remote

- Worked as a freelance travel writer during a gap year to gain relevant career experience while living in and traveling through 15+ countries.
- Coordinated, independently, a project calendar of 5-8 concurrent clients, ranging from small blogs to major corporations, and always delivered content on time.
- Crafted copy ranging from 50-word social media clips to 10,000-word comprehensive articles that communicated each client's desired voice, audience, and brand identity.
- Utilized SEO tools to optimize writing for high and relevant search engine rankings.

Social Media Assistant

Sept 2022 – July 2023

TSOS; Remote

Volunteer

- Collaborated on a successful Giving Tuesday campaign on social media, with very limited budget, resulting in over \$4000 raised for refugee support initiatives.
- Set up paid ads on Meta and Twitter
- Fostered an online community amongst followers and partner organizations by promptly responding to social media comments, messages, and requests for support.

EXPERIENCE CONTINUED

Sustainable Travel Partnership Intern

Jan 2022 – June 2022

Solimar International; Washington D.C.

Remote

- Interned with Solimar International, a sustainable tourism company that empowers NGOs, governments, DMOs, and local businesses to pioneer sustainable tourism practices.
- Consulted with United States NPS to develop an email campaign to recruit 100 tourism partners for their Lewis and Clark National Historic Trail project.
- Researched, and wrote weekly content on WordPress for a partnership between the E.U., UNESCO, and a major tourism magazine.

SKILLS

- **Social Media:** Instagram, Facebook, Twitter (X), LinkedIn, TikTok
- **Graphic Design:** Canva, Illustrator
- **Microsoft Suite:** Excel, PowerPoint, Word
- **Video Editing:** CapCut, TikTok
- **Software:** MailChimp, WordPress CMS

- **Certificates:** Google AdWords, SemRush SEO
- **Languages:** Intermediate Spanish, Beginner Swedish