

Emma Barfus

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EDUCATION

Lund University

Master's of Science, International Marketing and Brand Management

2023-2024

Lund, Skåne, Sweden

- **QS World Top 100 University**
- Lund University Instagram Ambassador, [Lund University International Podcast](#)

Brigham Young University-Idaho

Bachelor of Science, International Relations

2019-2022

Rexburg, ID

- **Thomas E. Ricks Full-Scholarship Recipient**
- Minor in Business Management and Entrepreneurship

WORK EXPERIENCE

Emma Barfus

SEO Specialist and Content Writer

May 2022– Present

Remote (Freelance)

- Built and nurtured client relationships with influencers and top travel platforms, including GetYourGuide and Yahoo Creator, delivering customized content aligned with brand goals.
 - **Key Results:** Articles reaching up to **300,000 daily views** to earn homepage features and boost client visibility.
 - Implemented SEO strategies led to a **25% increase** in website traffic.
 - Deliver **7+ high-quality articles weekly**, working under tight deadlines.

Their Story is Our Story

Assistant Social Media Manager (Pro-bono) | 2023-2024

Jan. 2022 – Present

Remote

- Volunteer position at TSOS, a nonprofit that advocates for refugees through storytelling.
- Develop monthly content calendars and create audience-specific social media posts aligned with organizational themes and email marketing campaigns.
 - **Key Results:** Analyzed performance metrics and implemented trend-based strategies, achieving a **250% increase** in Instagram reach.
 - Led an organic social media campaign that **raised \$10,000** for a key fundraiser with a cross-functional team of graphic designers, copywriters, and video editors.

Berhan Language Institute

English Instructor

Nov. 2022- July 2023

Taichung, Taiwan

- Gained experience in a multicultural workplace

Solimar International

Tourism Marketing and Community Outreach Intern

Jan. 2022- Aug 2022

Washington, D.C.

- Partnered with the U.S. National Parks Service to develop promotional materials highlighting local attractions.
- Conducted outreach to 500+ DMOs and small businesses, generating leads and increasing project visibility.
- Authored articles for a UNESCO project to encourage sustainable tourism in the Silk Road region.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** SemRush SEO, Google Analytics, HubSpot Email Marketing
- **Skills:** Copywriter, Google Suite
- **Hobbies:** Travel, Refugee Advocacy, True Crime, Hiking