

Emma Buckley

Minneapolis, MN | 218-213-2968 | emmabuckley031@gmail.com | emmabuckley2.journoportfolio.com

WORK EXPERIENCE

Maurices Corporation

Duluth, MN

Copywriter

January 2022 – Present

- Wrote marketing, product & editorial copy to support the company's stores, emails, social media, paid media & other seasonal projects
- Concepted seasonal marketing campaigns end-to-end
- Collaborated with cross-functional teams (designers, merchants, PR/social & project managers) to ensure company-wide branding consistency for our company
- Performed sales, open rate, and click-through rate analysis to track the performance of copy and campaigns (email list of 3M+, open rate 18%, \$80k revenue/email), deployed 7-12 emails/week, monitored KPIs
- Forecasted market trends and conducted competitive research
- Stay up to date on customer voice, consumer/industry trends & product knowledge
- Assisted in developing social media strategy across Instagram, TikTok and Facebook

The Glow Lounge

Edina, MN

Marketing Manager

June 2021 – January 2022

- Collaborate with team members to develop profitable and effective marketing campaigns & strategies
- Repurpose UGC & create on-brand content for Instagram, Facebook & TikTok
- Sourced influencers, cultivated & developed relationships with brands for collaborations, communicated deliverables & KPIs
- Created in-store & digital marketing materials using Canva
- Crafted & deployed weekly emails to 10k+ email list using Mailchimp
- Developed and optimized digital strategy
- Developed social media strategy based on previous data analysis to focus on brand awareness & client acquisition

Maurices Corporation

Duluth, MN

Marketing Intern

June 2019 - August 2019

- Worked alongside cross-functional partners to observe day-to-day responsibilities
- Forecasted market trends for upcoming seasons and shared best practices with marketing team
- Conducted company rebrand strategy project with fellow interns. Proposed BOPUS strategy and site revamp to CEO and executive leadership team

Northland Special Events

Duluth, MN

Event Assistant

June 2017 – May 2020

- Worked in a fast-paced environment and collaborated with all levels of management to successfully execute client event
- Met the client's expectations & standard of excellence by holding initial planning meeting & executing accordingly
- Maintained an eye for detail while under pressure by being able to adapt to situations on the fly

INDUSTRY EXPERIENCE

Pickwick Color Group

Rome, Italy

Marketing Strategist

May 2018 – June 2018

- Partnered with teammates to execute a well-informed rebranding strategy to improve sales and boost brand awareness
- Research and analyze customer demographics, current trends & company budgets
- Managed end-to-end creative strategy, deck design, and execution of presentation for CEO and executive leadership team

Buzz Business Team

Superior, WI

Marketing Director

September 2017 – May 2020

- Managed student acquisition to build club numbers by promoting the team through digital marketing efforts both on and off campus
- Initiated and completed tours of over 15+ local businesses, led interviews with CEOs, founders and business owners

EDUCATION

University of Wisconsin-Superior

Superior, WI

BA in Business Administration, Concentration in Marketing

- Experience: Buzz Business Team, Figure Skating Club, Business Club
- Completed a 6-Week study abroad program in Rome, Italy with a focus on Fashion Marketing

SKILLS & INTERESTS

Technical: Microsoft Office (Excel, PowerPoint, Word, Outlook) | Social Media Management (Planoly, Later) | Project Management (Asana, Basecamp, Monday, WorkFront) | Google Suite (Analytics, Ads) | Design (Canva, Adobe InDesign) | Social Media (Facebook, Instagram, LinkedIn, Twitter, TikTok, Pinterest) | Others (Milled, Wix, Squarespace, Shopify, Figma) **Interests:** Marketing Strategy, Content Creation, Influencer Relations, Trend Forecasting, Concepting, Copywriting, Social Media, Retail, Technology