

emmy

HARTMANN

creator. developer. designer.
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skills

Adobe Illustrator	Audacity
Adobe Photoshop	HTML
Adobe InDesign	CSS
Adobe After Effects	JavaScript
Adobe Premiere	jQuery
Sketch	Bootstrap

certifications

Hootsuite Certified Professional Facebook Blueprint

- Successful Campaigns
- Direct Response Best Practices
- Digital Buyer Learning Path
- Creative Best Practices
- Brand Best Practices

education

Miami University Class of 2017

B.A. in Interactive Media Studies
Minor in Graphic Design
Miami University Honors Program
Dean's List
Cumulative GPA: 3.74

references

Will Sikes

wsikes@gamedaypr.com

Elisa Wills

ewills@cincytennis.com

Pete Holtermann

pete@holtermediainc.com

experience

Kaleidoscope Innovations - Cincinnati (April-July 2019) | Marketing Communications Manager

- Contract employee at Procter and Gamble

- Assist the associate brand director of personal care with industry research, product ideation, & create visuals for consumer testing

Western & Southern Open - Cincinnati (March-November 2018) | Digital Media & Marketing Coordinator (contract)

- Managed & executed \$100K+ in marketing barbers for radio, TV, & billboard advertising
- Created & executed email campaigns to drive ticket sales and educate fans on the new Account Manager ticketing system - 32% average open rate & 12% average click rate
- Responsible for fan interaction & engagement on social media
- Assisted with sponsor pitches & activations - 77 brands pitched with 600+ mock-ups made for presentations

Western & Southern Open - Cincinnati (May-August 2016, May-November 2017) | Communications & Design Intern

- Managed & updated tournament website - 9M+ pageviews & 6.5M+ unique visitors yearly
- Created & executed email campaigns to drive ticket sales
- Editor of the official Tournament Program - 15,000+ copies sold
- Assisted with sponsor activation via social media, website and tournament program

Miami University Center for Analytics & Data Sciences (November 2015-May 2016, January-May 2017) | Senior Design Intern

- Worked with staff to brand and market the brand-new center
- Created content for social media and events
- Assisted with planning and executing a data analysis competition for 50 students in 2016 and 80 in 2017
- Created and formatted a 12-page visual impact report

Giving Assistant - San Francisco (August 2016-January 2017) | Digital Marketing Intern

- Oversaw and conducted blogger outreach - 55+ successful posts promoting Giving Assistant's cash back program
- Created email marketing campaigns
- Created & executed social media placements
- Updated website content & SEO enhancements

activities

Honors Student Advisory Board (2014-present)

Executive Manager (January 2015-May 2016)

- Serves on executive board and manages 4-5 teams of students to assist them in executing events and projects.

Teaching Assistant for Building Web & Business Mobile Application Course (Spring 2016)

- TA responsibilities for 2 classes totalling in 64 students

Teaching Assistant for JavaScript and jQuery Course (Fall 2015)

- TA responsibilities for 2 classes totalling in 52 students