

Emma S. Frieze

emmafrieze@gmail.com | 785-200-4205 | emmafriezeonlineportfolio.com | linkedin.com/in/emmafrieze/

- Driven, curious marketer inspired to tackle tough problems with fascinating human insights and analysis

EDUCATION

University of Kansas Lawrence, KS

Bachelor of Science in Business/Mass Communications, marketing/strategic communications Anticipated 2024
Business Leadership Program; University and Business Honors Programs; Arts Engagement Certificate

- Excel in interdisciplinary path of study through integrative thinking and deep intellectual curiosity
- Balance analytical “left brain” with artistic creativity and innovative storytelling with words and data

Accent Global Learning

Creativity and Culture in Rome

Rome, Italy

May – June 2022

- Explored ethnographic/anthropological research and international communications with a global mindset

GPA: 4.0

EXPERIENCE

The Agency (Student Advertising/Public Relations Agency)

Lawrence, KS

Research/Insights Lead; Media Planning Lead; Strategist; Executive Team Member September 2020 – Present

- (Fall 2022): Will use MRI Simmons, Nielsen and other tools to guide consumer insights as our National Student Advertising Competition research/insights lead and develop a media mix as media planning lead
- Conducted secondary and primary (qualitative and quantitative) marketing research (surveys, interviews and focus groups), identified human needs and insights and developed KPI-focused strategy for the 2021 National Student Advertising Competition team, which won a district award for consumer insights
- Collaborate in and influence multi-functional teams, leading with courage and championing productivity
- Consulted B2B and B2C clients on business strategy decisions for promotions and product design

Wpromote

Virtual/Remote

Wpromote Academy Scholar: Digital Marketing

May – August 2022

- Discovered energetic passion for digital marketing in professional learning sessions about paid social, paid search, programmatic, SEO, content marketing, email & lifecycle and performance creative teams

University of Kansas

Lawrence, KS

Teaching Assistant – JMC 260 (Advertising: Introduction to the Agency)

January – May 2022

- Contributed to teaching students a marketing process from research and insights to strategy and execution

MB Piland Marketing + Advertising

Topeka, KS

Job Shadow Participant

March 2022

- Utilized creativity to execute with excellence through innovative branding strategy for a mock client

Starlight Theatre

Kansas City, MO

Public Relations/Communications Intern

May – August 2021

- Leveraged consumer knowledge in copywriting for news releases, blogs, emails and video scripts, using PR skills to target consumers’ needs and desires and raise awareness about this nonprofit’s social impact
- Initiated a "Streaks with Starlight" Snapchat engagement program that promoted interactivity in a community of around 60 active users and followed through daily on creating original social media content
- Developed soft skills and daily brought out my best self, integrity, work ethic, growth and quality results

RELEVANT COURSEWORK SAMPLE

Marketing Research; Business Analytics; Data Storytelling; Statistics; Psychology; Information Exploration

TECHNICAL SKILLS

Adobe Creative Suite; AP Style Writing; Basic Statistics Principles; Microsoft Office; Beginner HTML/CSS

ADDITIONAL TECHNICAL SKILLS I PLAN TO ATTAIN/DEVELOP BEFORE SUMMER 2023

Google Data Analytics; Microsoft Excel Specialist; SPSS; SQL; Additional Skills as Requested (Eager to Learn)

INTERESTS

Marketing and Research Ethics; Big Data; Behavioral Economics; Diversity and Equity; Student Extracurriculars