

Emma S. Frieze

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- Driven, curious and eager marketer inspired to tackle tough problems with research, insights and strategy

EDUCATION

University of Kansas Lawrence, KS

Bachelor of Science in Business; Bachelor of Science in Journalism and Mass Communications Anticipated 2024

- Strategic communications (digital marketing communications, advertising and public relations) and marketing dual majors; arts engagement certificate; University Honors/Business Leadership Programs
- Excel in interdisciplinary path through deep intellectual curiosity, balancing analytical “left brain” with creative “right brain” through artistic exploration and innovative storytelling with words, data and visuals

Accent Global Learning

Rome, Italy

Creativity and Culture in Rome

May – June 2022

- Studied culture, ethnographic research, branding and international communications with a global mindset

GPA: 4.0

EXPERIENCE

The Agency (Student Advertising/Public Relations Agency) Lawrence, KS

PR/Executive Team Member; Research/Insights Lead; Strategist and Project Lead September 2020 – Present

- Lead multifunctional teams and brainstorm organizational strategy as a 2022 PR/Executive Team member
- Conducted secondary and primary (qualitative and quantitative) marketing research (surveys, interviews and focus groups) and developed insights and KPI-focused strategy for mock client Tinder through our 2021 National Student Advertising Competition team, which won a district award for consumer insights
- Consulted B2B and B2C clients on marketing strategy decisions for promotions and product design, leading the client teams as a 2021 project lead and copywriter for Cre8tive Minds and Dancefestopia

Rock Chalk Revue Advisory Board

Lawrence, KS

Public Relations Coordinator

August 2022 – Present

- Coordinate promotions and media relations for Rock Chalk Revue, a student performing arts nonprofit

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 for JMC 260 (Advertising: Introduction to the Agency)

January – May 2022

- Contributed to teaching the advertising process from research and insights to strategy and execution

Kansas Undergraduate Business Council (Diversity, Equity, Inclusion, Belonging—DEIB) Lawrence, KS

DEIB Committee Member; DEIB Director of Media 2020-2021

September 2020 – May 2022

- Directed all content creation, producing copywriting and graphics for social media, web (Wix) and email
- Coordinated events focused on celebrating diversity and fostering a more inclusive student environment

MB Piland Marketing + Advertising (Banktastic Division)

Topeka, KS

Job Shadow Participant

March 2022

- Utilized creative thinking in group brainstorming sessions, discussing branding strategy for a mock client

Starlight Theatre

Kansas City, MO

Public Relations/Communications Intern

May – August 2021

- Wrote copy for news releases, blogs/newsletters, email, social media and “Broadway Beat” (YouTube)
- Initiated a "Streaks with Starlight" Snapchat engagement program that promoted positive interactivity in a community of around 60 active users and created original social media content daily for this project

Irish Ink Design and Printing

Chapman, KS

Graphic Designer

August 2018 – May 2020

- Produced professional design work for commercial and individual clients, sparking a love for branding

TECHNICAL SKILLS

Adobe Creative Suite; AP Style Writing; Microsoft Office (Including Excel); WordPress; Beginner HTML/CSS