

Emma S. Frieze

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- Creative, driven marketer and analyst inspired to tackle challenges with research, insights and strategy

EDUCATION

University of Kansas Lawrence, KS

B.S. in Business and B.S. in Journalism and Mass Communications August 2020 – Anticipated May 2025

- Strategic communications (digital marketing communications, advertising and public relations) and marketing majors; business analytics minor; arts engagement certificate
- KC Ad Club Foundation Scholar; Business Leadership Program; University Honors Program

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 (University of Kansas Advertising/Public Relations Agency) Lawrence, KS

PR/Exec. Team; Research/Insights Lead; Media Team; Account Lead; Copywriter September 2020 – April 2023

- Led multifunctional teams and brainstormed organizational strategy as a PR/Executive Team member
- Guided the team's primary and secondary research, created a digital-first media plan and collaborated to develop insights and strategy for Indeed (2023 National Student Advertising Competition, 4th place – District 9) and Tinder (2021 NSAC, 4th place and "Best Audience Insight" award – District 9)
- Led B2B and B2C client service, consulting on marketing strategy decisions for promotions and product design for client teams as a 2021 account lead and copywriter for Creative Minds and Dancefestopia

Rock Chalk Revue Advisory Board (University of Kansas)

Lawrence, KS

Public Relations Coordinator

August 2022 – February 2023

- Coordinated promotions and media relations for Rock Chalk Revue and its beneficiary The Willow

MERGE

Virtual/Remote (Denver, CO)

Client Service Job Shadow Student

January 2023

- Learned about team/client relationship-building and observed client calls and annual planning/budgeting

Wpromote

Virtual/Remote (Dallas, TX)

Wpromote Academy Scholar: Digital Marketing

May – August 2022

- Developed digital marketing knowledge in content marketing, performance creative, SEO, paid social, paid search, programmatic and email/lifecycle platforms through Wpromote and Google learning sessions

University of Kansas

Lawrence, KS

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

January – May 2022

- Guided students through advertising process from client ask to research, insights, 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 brainstorming sessions about marketing strategy for a financial 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 and created daily social media content

TECHNICAL SKILLS

Adobe Creative Suite; AP Style; Google Analytics; Microsoft Office (Including Excel); MRI Simmons; SPSS