

EMILY LAMPE

KEEP IN TOUCH



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PORTFOLIO

North American Waste
New Lease on Life
Weinerschnitzel
YSU Women's Soccer Team
Sixth City Cycle
Tai Pei
Ocean Spray
Burgan Real Estate
YSU Campus App
Make-A-Wish

SIGNIFICANT COURSEWORK

Intro to Adobe
Interactive Marketing
IMC Campaigns
Brand Management
Media Buying & Planning

EDUCATION

Youngstown State University (YSU) - Youngstown, Ohio
Williamson College of Business Administration (WCBA) - AACSB Accredited
Bachelor of Science in Business Administration, May 2019
Major: Advertising & Public Relations

Linnaeus University - Kalmar, Sweden
School of Business and Economics
January 2018 - May 2018

EXPERIENCE

- Media Research Analyst, Futuri Media - Cleveland, OH** Oct 2019 - May 2020
- Gathered data from various research databases for the creation of sales pitches
 - Analyzed data points from Nielsen + Scarborough, MRI, and Admall to create over 250 consumer stories
 - Created sales presentations based on specifications from radio sales representatives and account executives for pitches to agencies, local businesses, etc.
 - Created 15 weekly blog posts about current events across different industries
 - Maintained a workload of 60 projects per week
 - Generated over \$17,000 in advertising sales for our clients
- Advertising Coordinator, North American Waste Solutions - Youngstown, OH** Oct 2018 - Oct 2019
- Created content for print and web advertisements
 - Maintained & updated the website, including graphics
 - Fielded & responded to customer issues and questions
- Student Assistant, Dean's Office, WCBA, YSU - Youngstown, OH** Nov 2015 - Dec 2017
- Utilized Adobe Creative Suite to create promotional materials
 - Wrote press releases and promote professional events on social media
 - Provided superior customer service to visitors, faculty, and staff

LEADERSHIP

- President, YSU Ads Club - YSU** Aug 2018 - May 2019
- Organize meetings
 - Motivate organization members
 - Ensure the organization meets deadlines
 - Delegate tasks to the proper personnel
 - Mediate any inter-organization conflicts
- Competition Team Member, YSU Ads Club - YSU** Aug 2016 - May 2019
- Prepare a marketing plan book for a company specified via the National Student Advertising Competition hosted by the American Advertising Federation
 - Conduct market research using both primary data via Qualtrics and secondary data using professional data bases
 - Configure the theoretical budget by allocating specified amounts to media buying, promotional events, and branded merchandise
 - Devise creative ideas as a team
 - Create a pitch to present in front of a panel of judges
- Treasurer, YSU Ads Club - YSU** Aug 2016 - May 2018
- Budget the club's funds for events, philanthropy, and student travel

ACTIVITIES

- YSU Ads Club; participated in a study tour of advertising agencies in New York City; 2019
- YSU Honors College; 60 hours of volunteer work done each year around the community; 2015-2019
- Beta Gamma Sigma; Attended a leadership summit and performed a case study about the future impact of technology on universities; 2017
- Hugh O'Brian Youth Leadership (HOBY); Attended a leadership summit in Switzerland and devised a prototype of an app to help underprivileged children obtain a quality education; 2015

HONORS & RECOGNITION

- Third Place, AAF's National Student Advertising Competition, 2019
- Third Place & Best Media Plan, AAF's National Student Advertising Competition, 2019
- Inductee, Beta Gamma Sigma, 2017
- Recipient, various scholarships totalling \$4,500
- Dean's List, eight consecutive semesters, 2015-2019
- President's List, eight consecutive semesters, 2015-2019

SKILLS

- Experienced in pulling data from Nielsen-Scarborough, MRI, Quantcast, and Admall databases
- Hootsuite Analytics Platform Certified
- Google Analytics Certified
- Intermediate in Adobe Creative Cloud
- Experienced in Microsoft Dynamics (customer relationship management software)