EMMA N. KESSLER

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**EDUCATION**

**University of Miami**   **Coral Gables, FL**  *Bachelor of Science in Journalism; Minor* *in Marketing; Minor in Public Relations; Minor in Interactive Media* May 2025

* **GPA:** 3.68 / 4.0
* **Honors:** President’s Honors Roll Fall 2023 and Spring 2024, Dean’s List (4 semesters), Provost’s Honor Roll (3 semesters)
* **Relevant Coursework:** Digital Marketing, Graphic Design for Strategic Communication, Media Research and Analysis, Social Media Messaging and Strategies, Public Relations Strategy Development, Digital Media Metrics
* **Study Abroad:** Fashion and Luxury Marketing at CEA CAPA Education Abroad in Florence, Italy

**WORK & LEADERSHIP EXPERIENCE**

**Coco & Co Boutique Delray Beach, FL**

*Seasonal Fashion Stylist* June 2024 – August 2024

* Delivered personalized fashion styling services to clients while executing growth-driven work events for a women-owned business.
* Remerchandised in efforts to create visually appealing displays, enhance customer experience, and increase sales, while also modeling featured clothing items for promotional campaigns and in-store events.

**The Miami Hurricane Coral Gables, FL**

*Social Media Committee Co-Chair* January 2024 – May 2024

* Co-led the creation of visually engaging graphics using Canva to design social media content that increased student engagement and awareness of key campus issues.

**PBS Boynton Beach, FL**

*Interactive / Digital Media Intern* January 2024 – August 2024

* Develop, manage, and post engaging content for South Florida PBS, including designing graphics, creating reels, and attending field shoots to capture relevant footage for social media.
* Collaborate with the marketing team at events and field shoots, supporting promotional efforts and enhancing audience engagement through strategic content creation.

**Zeta Tau Alpha Coral Gables, FL**

*Historian* December 2022– December 2023

* Served as Historian on the Zeta Tau Alpha Executive Committee, managing a team of eight to produce an average of ten monthly content posts while collaborating with the executive board and Zeta Tau Alpha Nationals on strategic initiatives.
* Forecasted social media trends on Instagram and TikTok, leading efforts to increase engagement by 61,500 accounts through innovative content creation and active community interaction.

**ACTIVITIES, SKILLS, & INTEREST**

**Technical Skills:** Canva, Microsoft Excel, InDesign, HTML, CSS, Adobe Photoshop, Adobe Bridge

**Activities:** Volunteer at AVDA, Co-president of SAVE

**Certification:** Google Ads Video, Google Ads Search, Google Ads Display