

EMILY FARRELL

Continuous learner and strong writer with a passion for creativity, business, and communication. Experienced in public relations, copywriting, digital marketing, and content creation. [View my portfolio website, www.effarrell.com.](http://www.effarrell.com)

📍 Philadelphia, PA

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📞 (609) 815-6064

SKILLS & TOOLS

Writing	Digital Marketing	Social Media	Public Speaking	Leadership
Public Relations	Adobe Photoshop	Content Creation	Adobe Premiere	Research
Wix Website Builder	Mailchimp	HeyOrca	Final Cut Pro X	Customer Service

EXPERIENCE

VIVA Lifestyle PR (Rome Based), *Luxury Travel PR Coordinator* (JAN 2022 - PRESENT)

- Content writing, design, and social media curation (*IG, LinkedIn*) for PR agency with international clients/journalists in luxury travel and hospitality industry
- Monthly creation of VIVA Newsletter, distributed to approx. 5,000 media contacts
- Helped organize and attended the annual DUCO Travel Summit event in Florence, Italy, March 2022

Temple GenEd Program, *Philadelphia Experience (PEX) Ambassador* (AUG 2021 - AUG 2023)

- Produce video, graphic design, and writing content targeted toward students to promote involvement in arts and culture within Philadelphia
- Collaborate with fellow students and advisors to meet GenEd program goals and plan events

5th Floor Analytics, *Digital Marketing Consultant* (AUG 2022 - DEC 2022)

- Assisted a Philly-based small business with digital transformation (website redesign, SEO, site auditing)
- Created a media campaign to promote sales on Black Friday, Small Business Saturday, Cyber Monday

ChatterBlast Media, *Copywriting Intern* (MAY 2022 - NOV 2022)

- Wrote 800+ posts for various CBM clients' social media and blogs (including Hyatt Centric, Espoma Organic, Suburban Square, IGNITE National, Immigration Hub)
- Developed a consistent yet refreshing voice for clients with local to national reaches
- Planned and wrote posts for Instagram, Facebook, Twitter, TikTok, and LinkedIn via HeyOrca platform

Target, *Style Team Member, Guest Service* (AUG 2019 - OCT 2019, APR 2020 - DEC 2022)

- Maintained orderliness and stocked clothing items in the kids department
- Handled returns, pickup orders, and other conflicts at Guest Services, efficiently met store goals

SNJ Today, *Freelance Content Creator* (JUNE 2017 - NOV 2018, AUG 2021)

- Filmed, edited, and produced eight videos featuring community members/events
- Wrote and photographed local story for online and print

EDUCATION

Temple University, Philadelphia, PA, Klein College of Media and Communication

B.A. in *Media Studies and Production Business Track*, Minor in *International Business Administration*

Expected Graduation Date: May 2024

Organizations: *Temple Honors Program, WHIP Radio, TU Sustainability, Temple Fashion & Business DEI Board*

GPA: **3.96**

Temple University Rome, Roma, IT (Spring Semester 2022)