

CONTACT

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LINK TO [E-PORTFOLIO](#)

LINK TO [LINKEDIN](#)

EDUCATION

Bachelor of Art, BA

Media Studies
Geography

Minors

Global and International Studies

Global Environmental Systems |
Certificate
Environment and Society Geography |
Certificate

**The Pennsylvania State University
University Park, PA**

August 2019 - May 2023

GPA: 3.60 / 4.0

Dean's List: 7/8 semesters

SKILLS

- Microsoft Office | Google Workspace
- Adobe Photoshop | Lightroom | InDesign | Canva
- WordPress | MailChimp | Meta | Website Management
- Instagram/X/Facebook/Snapchat/TikTok/LinkedIn
- Works well on a team
- Eager to learn
- Organized
- High communication skills
- Driven to succeed

INTERESTS

- International Travel
-Italy, Greece, Spain, Netherlands, Ireland, Scotland, London, Paris, Canada, China
- Playing guitar and piano
- Listening to music
- Reading and editing

EMILY HAURYSKI

WORK EXPERIENCE

Digital Marketing Assistant

Dr. Konstantin Frank Winery / Hammondsport, NY / August 2023 – Present

- Daily updating, editing, and design of marketing material (i.e., tasting menus, website changes, SEO optimization, wholesale material, email creation)
- Social media management and content creation (i.e., photography, promotional posting, contact with collaborators, communication with consumers, etc.)
- Assisting in coordinating multiple aspects of events including marketing material and event groundwork
- Strategizing marketing plans to maximize sales and followers

INTERNSHIPS:

PA Solar Center Intern

City Summer Pittsburgh Program / Pittsburgh, PA / May 2022 – August 2022

- Created graphics and case studies for future use in the G.E.T Solar Program
- Created monthly outlines for social media post
- Edited and monitored documents such as RFA's and press releases

Digital Media Intern

Williams Auto Group, Elmira, NY/ Sayre, PA / May 2021 – August 2021

- Posted content daily on the Williams Auto Group social media accounts
- Sat in on corporate marketing meetings and analyzed social media analytics to apply strategies to create content
- Assisted in planning and execution of the company's annual charity golf tournament and marketing events

LEADERSHIP & ACTIVITIES

SPA (Student Programming Association)

Marketing Committee, August 2021- May 2023

- Student affiliated program that allows students to plan campus events and promote them through marketed strategies on digital media platforms

Operations Committee | Special Events Committee

Penn State Dance MarATHON / August 2021 – February 2023

- Worked with other students to coordinate, set up, sanitize, and tear down events throughout the year
- Raised money to fund cancer treatment and critical cancer research while spreading THON's mission

ISI Study Abroad

International Studies Institute / Florene, Italy / February 2022- May 2022

- Participated in a copious number of classes based on the history of the city and international perspectives
- Educational travel through the institute

Her Campus

Marketing/Graphic Design Team / August 2021 – May 2022

- Created weekly graphics for the Penn State chapter of HER Campus
- Contributed to the marketing efforts of HER Campus to ensure it is widely accessible to all Penn State students