

EMMA GRAFF

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ABOUT ME

With 5+ years of experience in the digital marketing field, I am looking to bring my passion and knowledge to a fast-paced, diverse team that will allow me to grow my existing skills and learn new ones along the way.

EDUCATION

Northern Illinois University

Bachelor's in Business Management-
Entrepreneurship and Social Responsibility
Minor in International Marketing

2016-2019

3.78/4 GPA

CERTIFICATION

Digital Media & Marketing

Duke University Continuing Studies

2020-2021

EXPERIENCE

Strategist, SEO

Jan 2023 - Present

PHD Media

- Enhance written product content to drive retail conversion success
- Audit client websites and offer SEO recommendations
- Conduct research on consumer language and new SEO techniques
- Lead and maintain client relationships

Associate Marketing Manager I

Feb 2022 - Dec 2022

hand2mind

- Managed company email marketing efforts (+163% engagement)
- Strategized lead gen and customer journeys across channels
- Analyzed marketing data to make data-driven decisions

Marketing Coordinator

Aug 2020 - Feb 2022

hand2mind

- Developed segmenting on email list of over 500,000 contacts
- Assisted in transition of new ESP platform
- Created, managed, and enhanced landing pages on website

Freelance Graphic Designer

Dec 2019 - Present

- Develop branding for startup businesses and events
- Design marketing materials for growth
- Build and design fully branded websites

Marketing & Experience Intern

May 2019 - Aug 2019

IgniteConnected

- Optimized website for event registration
- Developed marketing strategies for social media channels
- Supported email drip campaign initiatives

SKILLS

Adobe Photoshop and Illustrator
BrightEdge
Canva
Google Analytics
Google Ads Keyword Planner
Hive
Magento
Microsoft Dynamics 365
Microsoft Office Suite
Monday.com
Profitero
Salsify
Screaming Frog
SEMrush
Squarespace

LEADERSHIP

Co-Founder & Alumni Advisor

Barsema's Closet

Dec 2017 - Present

Executive Member- Secretary

Northern Illinois University
Young Alumni Board

Jan 2022 - August 2023

