EMMY YANTIS
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EDUCATION

Samford University, Birmingham, Alabama, April 2026
Bachelor of Arts, *Journalism and Mass Communication Major, Concentrations in Advertising and Public Relations*
GPA: 3.48/4.00
Related Coursework: Advertising Practicum, PR Practicum, Magazine Practicum, Broadcast Storytelling, Visual Storytelling, Print & Web Storytelling, Society of Arts in Sydney, Australia

SPECIAL SKILLS

Technical Skills: Adobe Photoshop, Canva, Microsoft Office, Adobe InDesign
Soft Skills: Interpersonal Communication, Collaboration, Critical Thinking, Adaptability, Active Listening, Customer Service, Conflict Resolution, Equity and Inclusion, Teamwork

RELATED EXPERIENCE

SOCIAL SPRITZ — Social Media Intern
Atlanta, GA | Summer 2024

- Managed 5+ lifestyle and fitness client accounts across Instagram, TikTok, and Facebook
- Created and scheduled 1**5–20 pieces** of content per week *per client* using Canva, Rella, and ClickUp.
- Tracked performance metrics and contributed to monthly reports, supporting **20%** average engagement growth across accounts.

THE LOCAL — Director of Promotion
Birmingham, AL | August 2025 – December 2025

- Managed the publication's Instagram account, growing engagement and promoting the new issue.
- Led promotional strategy for release, increasing readership and visibility across Birmingham.
- Wrote and published an original article, including interviews, and contributed to editorial content.

DODEKA – Intern
Remote | September 2025 – Present

- Support the development of digital marketing campaigns to expand brand awareness.
- Create and schedule content across social platforms, helping drive follower growth and engagement.
- Assist with influencer outreach and brand partnerships to increase reach and campaign performance.

EFFIE COLLEGIATE — Participant, National Marketing Competition
Birmingham, AL | January 2025 – May 2025

- Developed a full strategic marketing campaign for Amazon Prime with a 3-person team.
- Conducted market research and identified 3 core consumer insights to guide messaging.
- Presented campaign strategy and creative to peers, gaining hands-on experience in strategy, creative, and analytics.

WORK EXPERIENCE

MADEWELL — Sales Associate
Atlanta, GA | May 2025 – Present

- Drove sales through personalized styling, contributing to daily revenue goals of $2K+.
- Built client relationships and delivered an elevated shopping experience for 50+ customers weekly.
- Supported visual merchandising and in-store events to align with seasonal brand trends.

FAB'RIK ATLANTIC STATION — Stylist & Social Media Lead
Atlanta, GA | Summer 2024 – Spring 2025

- Styled dozens of clients weekly, curating outfits tailored to body type, lifestyle, and trends.
- Managed store Instagram and TikTok, growing reach by 30% through Reels and promotional content.
- Assisted with in-store marketing and visual displays to boost foot traffic and event attendance.

OTHER EXPERIENCE

SAMFORD ADVERTISING ORGANIZATION — Secretary
Birmingham, AL | September 2024 – May 2026

- Maintained records for 50+ members, tracking attendance, contacts, and meeting notes.
- Coordinated biweekly meetings and managed scheduling for organization events.
- Distributed agendas and reminders, ensuring consistent member engagement and communication.

ACTIVITIES & AWARD

Dean's List
Public Relations Student Society of America
Alpha Lambda Delta Honor Society
Zeta Tau Alpha, Delta Psi