

Contact

LinkedIn

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Email

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Education

Spring 2024

University of Missouri
Bachelors of Journalism –
Strategic Communications
with a certificate in Digital
Global Studies and
Multicultural Studies

Organizations & Leadership

Discovery Fellows Scholar
Walter Williams Scholar
Alpha Delta Sigma

Member of **AAF, Phi Mu**

Expertise

Programs

- Premiere Pro
- After Effects
- Photoshop | Camera Raw
- Canva
- Affinity

Social Platforms

- Instagram
- Facebook
- LinkedIn
- Youtube
- TikTok

Personal Skills

- Communication
- Initiative
- Positivity
- Resourcefulness
- Conflict Resolution
- Community Development

emmaREISER

www.emmareiser.com

Experience

Jefferson City Medical Group - JCMG

May 2024 - Present

Visual Marketing Specialist

- *Manage and create* content across 5 social media platforms, growing audience to 10K+ followers (22% growth) and driving **419K+ average monthly reach** and **20K+ engagements**
- *Produce long and short-form video* content (5+ videos/month) from concept through filming and editing, achieving **14K+ average video views**
- *Increased engagement rates* by **99% in year one** and **91% in year two**, significantly improving overall social performance
- *Boosted link clicks* on Facebook by **542% year-over-year**, driving substantially higher traffic and audience action
- *Achieve 4.6% avg engagement rate* on Facebook and up to **12% on LinkedIn** through platform-specific strategy. (Reach-based ER)
- *Design* branded digital and print materials using **Adobe Creative Suite, Affinity, and Canva**
- *Research, develop, and execute* integrated organic and paid social campaigns

University of Missouri Student Affairs and Visual Productions

June 2021 - March 2023

Videographer and Photographer

- *Directed and produced* diverse video content, ranging from **long-form** human-interest features and educational content to **short-form** social advertisements and event recaps
- *Managed* professional-grade production workflows, including complex multi-camera interview setups, precision studio lighting (including colored gel applications), and high-volume headshot photography sessions
- *Designed and animated* custom logos and kinetic typography in Adobe After Effects to **elevate brand identity across digital platforms**
- *Partnered with* account executives and social media producers to translate strategic marketing goals into high-engagement visual assets that drove student involvement and campus awareness
- *Orchestrated* a detailed digital asset management system, ensuring organized storage, accessibility, and efficient retrieval of large-scale production files. Proactively identified and resolved workflow gaps to improve departmental asset output

G.P. MADE Non-Profit Organization

January 2021 - March 2022

Social Media Intern

- *Raised awareness and documented* events that raised money for the non-profits' beneficiaries including children battling leukemia or lymphoma, facing physical challenges, or children and students working to overcome socioeconomic challenges
- *Organized* an engagement calendar to interact with and expand our audience through Instagram and X (Twitter) interactions
- *Created* visual and written content to be posted on multiple social media platforms (Facebook, X (Twitter), and Instagram)

McCann Worldgroup

Summer 2022

Marketing Intern

- *Created* comprehensive ad campaign for Kozel beer in the Czech market
- *Researched and analyzed* different perspectives, lifestyles and ideas within the target market
- *Won the pitch* with a strategically impactful, memorable campaign that involved traditional and nontraditional media