

EMMA HAVIGHORST

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EDUCATION

Fordham University, Gabelli School of Business

Bronx, New York

Bachelor of Science, Marketing; Digital Technology and Emerging Media Minor; Strategic Branding Conc.

May 2020

GPA: 3.57 / 4.0; Loyola Scholarship, Woolworth Award for exceptional GPA

GSB Consulting Cup

EXPERIENCE

Shankminds: Breakthrough Group

New York, New York

Consultant

Summer 2018 - Present

- Conducted primary research with target audience; maintain feedback and work to improve member experience
- Developed membership database; including profile segmentation by company offers, geographic location, and profession
- Responsible for development and monitoring of the mastermind group's code of ethics
- Engage group members in productive discussion through sharing applicable articles and events

Sharp Communications

New York, New York

Social Media Intern

Summers 2017 & 2018

- Strategize and develop regular client editorial calendars for all social media content
- Design, curate, create, and organize content and imagery for clients
- Participate in productive campaign and brand strategy brainstorms for current and potential clients
- Conduct and present research to share with social media team
- Aggregate trending news relevant to the company and clients in a report distributed to the organization weekly

Gabelli School of Business

Bronx, New York

Research Assistant

Oct. 2016 – May 2017

- Supported professor with research projects; analyze and code data from experiments and surveys

MTV Network

New York, New York

Campus Ambassador and Contributor

Oct. 2016 – May 2017

- Pitch and write articles and personal essays for MTV Founders platform on topics such as college life and social media
- Contribute to social media campaigns and weekly roundtable discussions

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Co-Founder and Editor, ZEE (www.wearezee.com)

Jan. 2018 - Present

Editor-in-Chief, Personal Website (www.emmahavi.com)

Nov. 2014 - Present

Adaptive Ski Volunteer Instructor, Double H Ranch

Dec. 2014 - Present

Co-Editor-in-Chief, Fresh U Fordham

Aug. 2016 – May. 2017

Editorial Board Member, The FBomb (www.thefbomb.org)

May. 2016 – May. 2017

Founder, Teen Fashion from Suburbia (www.teenfashionfromsuburbia.blogspot.com)

Dec. 2011 – Nov. 2014

SKILLS AND INTERESTS

Skills: Google Suite, Adobe Photoshop, Adobe InDesign, Social Media Platforms, Conversational Spanish

Interests: Social Media, Teen/Gen Z Communities, Writing, Travel, Technology, Activism