

Emily N Henry

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EDUCATION

Bachelor of Arts in Media and Communication

May 2024

Minor in International Studies

Cumulative GPA: 3.42

Emory & Henry College, Emory, VA

Study Abroad: Cuban Culture and Identity Documentary Film Experience (Havana, Cuba)

Summer 2022

Senior Project: What Do You Meme? An Exploration of Internet Communication Through Memes

SKILLS

- Proficiency with Adobe Creative Suite: Photoshop, InDesign, and AfterEffects
- Fluent Spanish; Conversational French

RELEVANT EXPERIENCE

Entertainment Marketing Intern

January 2023 – May 2023

Atresmedia, Madrid, Spain

- Selected from over 600 candidates to serve as the Spring 2023 Entertainment Marketing Intern
- Reviewed & analyzed European consumer data to improve marketing strategies and reported performance trends
- Developed & designed marketing collateral for pitch meetings and participated in brainstorm and strategy meetings
- Prepared for press junkets, monitored press breaks, compiled clip packets, researched media outlets & contacts
- Created eye-catching graphics & titles/content, asset management and delivery, and updated websites & apps

Media Communications Intern

May 2022 – September 2022

Appalachian Voices, Boone, NC

- Assisted the Senior Communications and Public Engagement Strategist to support strategic initiatives
- Wrote and edited press outreach materials including press releases, letters-to-the-editor, and op-eds
- Tracked press coverage of issues and other press research to maintain a current press contact database
- Made pitch calls to local, regional, national, and international reporters and editors
- Wrote content for the [website](#), [Front Porch blog](#), bi-monthly publication (The Appalachian Voice), and [social media](#)
- Increased Instagram followers by 50% from July 2021 – September 2021

Career Center Apprentice

December 2020 – May 2021

The van Vlissingen Career Center at Emory and Henry College, Emory, VA

- Scheduled student appointment and Center visits in collaboration with the Office of Admissions
- Assist the student employment program with tracking of employment materials and data entry

NCAA Student-Athlete

August 2020 – May 2024

Basketball, Emory & Henry College, Emory, VA

- Elected to represent and advocate for the basketball team as part of the Student Athlete Advisory Committee
- Received an implemented feedback from coaches and teammates to ensure constant improvement

CAMPUS AND COMMUNITY INVOLVEMENT

Producer & Anchor

April 2021 – May 2024

EHC-TV, Emory & Henry College, Emory, VA

- Gained experience as an on air news anchor and technical production work and [developed digital portfolio](#)

Social Media Volunteer

November 2020-May 2024

The Whitetopper, Emory & Henry College, Emory, VA

- Attended events and produce live social media content
- Maintained unified brand voice across different social media channels