

Emily J. Clark

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OBJECTIVE

My goal is to find a career that utilizes my work experience and education while allowing me to learn and grow as a business professional and expand my communication abilities.

PROFESSIONAL EXPERIENCE

Herring Bank

Amarillo, Texas

Communications & Media Specialist

January 2015 - Present

- Implement and manage brand integrity and consistency
- Oversee marketing and advertising efforts for 12 market areas
- Promote growth and awareness of mortgage department
- Graphically design marketing materials
- Write and manage web and other marketing content
- Manage all internal communications
- Coordinate and support special events
- Locate and interview candidates for employment
- Offer presentations on branding, teamwork, and other subjects
- Improve employee relations and satisfaction through apt communication
- Issue press releases / manage media on newsworthy topics
- Manage social media presence
- Outreach customers through email marketing

Kids, Incorporated

Amarillo, Texas

Director of Marketing & Communications

July 2011 – June 2014

- Design and maintain website content
- Create printed marketing materials (Adobe Illustrator, Photoshop)
- Manage and expand social media presence (Facebook, Twitter)
- Centralize, consolidate, and coordinate use of the Kids, Inc. brand
- Plan and promote special events
- Develop advertising partnerships with area businesses
- Document all programs and events with photography
- Deliver oral presentations about the organization to the public
- Maintain consistent and effective communication with area media outlets

EDUCATION

West Texas A&M University

Canyon, Texas

BS in Advertising/Public Relations with Marketing Minor

2009 - 2011

- Served as President of the Advertising Federation and Public Relations Society
- Participated in the National Student Advertising Competition (NSAC) as a Media Manager and Campaign Presenter
- President's List and Dean's List honoree

Texas Tech University
Concentration in Advertising
2008 - 2009

Lubbock, Texas

- Officer of the Tech Advertising Federation
- Dean's List honoree

ADDITIONAL ACHIEVEMENTS

- Leadership Amarillo & Canyon Graduate
- Juvenile Diabetes Research Foundation (JDRF) Board Member
- Hope & Healing Place Publicity Chairperson

REFERENCES

Lori Westermann
(806) 517-5025

West Texas A&M University
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Jimmy Lackey
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Kids, Incorporated
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*Additional references available upon request