

EMMA NATALIE WALL

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Passionate marketing and design professional with successful track record in multi-media and integrated marketing and rebranding campaigns. Dedicated to combining strong marketing, design, branding, leadership and collaborative skills to advance organization's mission, concentrating in socially conscious and corporate responsibility campaigns.

EDUCATION

Kogod School of Business, American University, Washington DC 2015
B.S. Business Administration; Concentration: International Marketing and Film

International Exchange School, Yonsei University, Seoul, South Korea 2014
Business School; Intensive Language and Cultural Immersion Program

PROFESSIONAL EXPERIENCE

Israeli Ministry of Education, Teaching Fellow, Ashdod, Israel 2018 – 2019

- Awarded prestigious government grant for professional internship and formal pedagogical training.
- Collaborated with School Principal and English teacher to achieve measurable improvement in the English language skills of elementary and middle school students (grades 3-6) preparing for the annual English Meitzav examination (national standardized testing).
- Developed and implemented cohesive lesson plans, engaged in interactive teaching, and performed effective classroom and behavioral management to facilitate the learning process and enhance opportunities for weaker students.
- Organized events and stimulating activities to facilitate cross-cultural communication, and promote the importance and value of speaking and using English beyond the classroom.
- Developed and executed comprehensive lesson plans and logistics for 5th-6th grade participation in Israel National Spelling Bee.
- Collaborated with school teachers and 3 fellows to build an inclusive and rewarding English Week curriculum [including opening ceremony, inside and outside stations for grades 1-6.]
- Created and designed content of all Spelling Bee and English Week materials (invitations, participation awards and name tags).
- Integrated film/multi-media by creating English short films with groups of 6th grade students.

KPMG, Market Development Associate, New York, New York 2016 – 2018

- Coordinated New York Office Alumni Program and all associated social media to drive and facilitate key business relationships with decision makers at targeted clients.
- Organized, effectuated and analyzed success of key high impact branding events for New York Office.
- Conceptualized, developed and produced videos to further critical firm and office initiatives on a local and national level; created, edited and finalized all content including videography.
- Managed project involving coordination of multiple resources and departments in order to confirm and update client data driving key relationships.
- Initiated successful partnership with Human Resources to create communications plan for employees opting to leave the firm.
- Department representative on National Committee responsible for building and strengthening relationships across offices.
- Executed and oversaw KPMG Sponsorships & High Impact Branding Events for New York Office.

Amnesty International, Multimedia Intern, Washington D.C. 2015

- Developed, filmed and created web based and print campaign branded content for various platforms including Youtube, Instagram, Twitter, Facebook and Spotify, utilizing Photoshop, InDesign, Illustrator and Final Cut Pro X.
- Shot key footage and b-roll of activities at annual conference and protests in New York City and D.C.

Operation Supplement Safety: OPSS, Integrated Marketing Campaign, Washington D.C. 2016

- Conducted Market Research on military base to identify key target markets.
- Developed pre- and post surveys to measure impact of campaigns.
- Developed budget and timeline for integrated marketing plan.

AU, Executive Panhellenic Council, VP of Marketing & Design, Washington D.C. 2015 - 2016

- Designed, managed and scheduled all social media channels and multimedia content for Panhellenic website hosted on WordPress, using tools such as Hootsuite and Tweetdeck.
- Increased membership engagement on every platform by over 85% on each platform utilizing Google Analytics.
- Implemented first live tweeting campaign during organization's philanthropy events.

AU, Darkroom Lab Assistant and TA, Principles of Photography, Washington D.C. 2012 - 2015

- Served as vital resource to faculty and students.
- Maintained darkroom, prepared chemicals and provided assistance on Photoshop, darkroom and enlargers.
- Became Social Media & Marketing Manager for Photography Lab affiliated sites and publications.

Clinton Foundation | High School Intern Program & Special Operations Intern | NY 2013

Astro Doughnuts and Fried Chicken | Shift Manager | Washington D.C. 2015 – 2016

American University | Sexual Assault Awareness Intern | Washington D.C. 2013

American Museum of Natural History | Exhibition Design Intern | New York 2012

SKILLS

| *Adobe Suite* | *Final Cut Pro X* | *Microsoft Office* | *Hootsuite* | *Public Speaking* | *Design* | *Leadership* | *HTML* | *CSS* | *Access* | *Research* | *Social Media Marketing* | *Time Management* |