

Emma McElwee

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EDUCATION

Northwestern University | School of Communication

Evanston, IL

B.A. in Psychology & Theatre | Medill Integrated Marketing Communications Certificate

Graduated June 2024

- **Cumulative GPA:** 3.98/4.00 GPA (*Magna Cum Laude*) | **Honors:** Dean's List for 11/11 quarters
- **Relevant Coursework:** Integrated Marketing Strategy, Market Research & Analysis, Digital Marketing Strategies, Statistics, Consumer Insight, Consumer Behavior, Consumer Psych & Research, Strategic Communications, Micro-&Macroeconomics

EXPERIENCE

NBCUniversal

New York, NY

Marketing Strategy Intern, Content Distribution

June 2023 - August 2023

- Secured 3 marketing campaigns and \$70K+ budget across 2 high-priority clients by developing campaign decks with original marketing plans and pitching to 2 external teams at DISH and Spectrum
- Facilitated the execution of 400+ person brand partnership event by owning agency relationships and managing \$7K budget
- Learned new creative asset management platform to manage back-end user access to NBCUniversal in-store promotional clips for 584 Xfinity retail stores across the United States
- Established direction of partner marketing tied to NBCUniversal WWE IP by collaborating with cross-function teams to analyze data and digital trends and compiling insights into recommendation deck for SVP and 22-person team

AMC Networks

New York, NY

Integrated Marketing Intern

June 2022 - August 2022

- Delivered 7 prospective brands and 22 creative advertising deals by working with internal marketing teams to build product integration narratives and data-backed pitch decks for Ad Sales directors and VPs
- Analyzed data, audience, and research insights to create 67-slide competitive deck to empower Ad Sales business in driving AMC+ product growth by 700K new users from Q3'22 to Q4'22 by learning and employing new syndicated data tools
- Created e-commerce partnership proposal for 2 VPs by working with cross-function teams to ideate around priority IPs
- Supported 3 Ad Sales teams by copy-editing RFP decks and maintaining databases to ensure campaign milestones were met

LEADERSHIP

Form & Function Marketing – Student Marketing Consultancy

Evanston, IL

Marketing Strategy Analyst

March 2022 - June 2024

- Designed and led consumer research study, yielding acquisition of 8 actionable user insights; oversaw team of 3 marketers
- Strengthened engagement programs for nonprofit client by consulting 8 existing customers and building marketing strategies
- Produced 3 quarterly reports for internal clients and executive board communicating key success metrics and goal attainment

Vertigo Productions – Student-Run Theatre Company

Evanston, IL

Marketing Operations Director | Internal Development Director

March 2022 - March 2024

- Developed recruitment marketing campaign for new executive board; won 238% more applicants than 8 competing boards
- Attained 97% ticket buyout rate by managing 4 marketing campaigns for theatre productions by providing campaign consultation for each show's Marketing Director to aid engagement strategy innovation and solution design
- Examined 25 members' performance and issued monthly recommendations to optimize communication and operations

Northwestern Student Theatre Coalition

Evanston, IL

Resident Marketing Director

March 2021 - February 2022

- Led 20+ person production stakeholder meetings to develop brand and deliver custom branding packages for 3 shows
- Orchestrated online marketing campaigns for 3 theatre productions which sold 88% of total seats by meeting with cross-functional teams to strategize audience engagement techniques and measuring campaign success with original KPIs

SKILLS & INTERESTS

Technical: Comscore, Nielsen, SPSS, Radiant (R), Quantitative & Qualitative Research, Microsoft Office (PowerPoint, Excel, etc.)

Skills: Spanish (*Proficient*), Marketing Strategy, Audience Definition, Data Analysis, Client Relations, Project Management

Memberships: Delta Sigma Pi Business Fraternity, Fusion Dance Co. (*choreographer & dancer*), Northwestern Tour Guide Program

Interests: TV&Film, Theatre, Social Psychology, Hip-Hop Dance, Downhill Skiing, Surfing, Cooking (and eating) Italian Food