

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:** Digital Marketing Strategies, Market Research & Analysis, Statistics, Consumer Insight, Consumer Behavior, Consumer Psych & Research, Integrated Marketing Strategy, Strategic Communications, Micro&Macroeconomics

EXPERIENCE

AMC Networks

New York, NY

Coordinator, Integrated Marketing

August 2024 – Present

- Won 4 working deals by developing 25+ client presentations across 6 categories to engage key agency and client partners
- Developed 50+ pieces of content to support As Sales group to better engage client and agency partners by producing go-to-market packages for owned IP and acquired media, partnership case studies, and competitive research analyses
- Executed 30+ turnkey marketing campaigns within scope of larger client partnerships across AMC and BBC America under manager guidance by collaborating across 4 teams to align assets, air creative, and optimize strategy for incremental revenue
- Assisted building 3 B2B sales communication programs by co-leading department's LinkedIn launch, organizing 12 editions of partner outreach campaign, and managing 12 e-blasts surrounding new media products to accelerate business momentum

Integrated Marketing Intern

June 2022 - August 2022

- Assisted in defining the go-to-market strategy for new AMC+ product features, contributing to subscriber growth by 700K new users from Q3'22 to Q4'22 by learning and employing ListenFirst to deliver 67-slide competitive analysis
- Developed 22 client partnership concepts and supported outreach to 7 prospective clients by collaborating with Marketing Directors to craft data-backed narratives and executive presentations that accelerated business momentum
- Handled 10+ marketing tasks to support 12-person team including RFP responses, creative copy edits, and database updates within larger cross-functional campaigns, working under guidance from Ad Sales leadership

NBCUniversal

New York, NY

Marketing Strategy Intern, Content Distribution

June 2023 - August 2023

- Developed and presented client presentations for 2 high-priority clients by analyzing revenue-generating strategies and speaking to custom proposals, securing 3 marketing campaigns and 70K budget for execution
- Managed execution of 400+ partner event by developing program, liaising with external partners, and overseeing \$7K budget
- Synthesized user and digital trend data to inform global distribution strategy for WWE IP, delivering executive-facing recommendations that guided marketing direction for SVP and 22-person team
- Enabled creative asset delivery at scale by managing user access and backend operations through creative asset platform to provide in-store NBCUniversal promotional clips to 584 Xfinity retail locations nationwide

LEADERSHIP

Form & Function Marketing – Student Marketing Consultancy

Evanston, IL

Marketing Strategy Analyst

March 2022 - June 2024

- Designed user research study for app in development, yielding 8 user insights to support product and feature improvements
- Strengthened engagement programs for nonprofit client by interviewing 8 existing users and reshaping marketing strategies
- Produced 3 quarterly reports for internal clients and executive board by highlighting KPIs and programs delivered to clients

Vertigo Productions – Student-Run Theatre Company

Evanston, IL

Marketing Operations Director | Internal Development Director

March 2022 - March 2024

- Orchestrated recruitment marketing program, outperforming 8 competing executive boards by winning 238% more applicants
- Achieved 97% ticket buyout rate by developing engagement strategies and assisting Marketing Directors managing 4 theatre productions to develop programs aimed at acquiring larger audiences and boosting ticket sales
- Examined 25 members' performance and issued monthly recommendations to optimize communication and operations

SKILLS & INTERESTS

Technical: Salesforce (Account Engagement & Marketing), Google Workspace, AirTable, Comscore, Nielsen, SPSS, Radiant (R), Microsoft Office (PowerPoint, Excel, etc.), Qualitative & Quantitative Research

Skills: Spanish (*Proficient*), Product Marketing, Program Management, Client Presentation, User Analysis, Ad Sales Marketing

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