

Emily McLeod

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EDUCATION

Marquette University | Klinger College of Arts and Sciences

Milwaukee, WI

Bachelor of Arts in International Relations and French | Minor in Marketing

May 2024

- **Awards**

Most Promising Young French Scholar, issued by Marquette University French Department

May 2021

Excellence in French Oral Expression, issued by Marquette University French Department

May 2024

Catholic Institute of Paris - Institut de Langue et de Culture Françaises

Paris, France

January 2023 - May 2023

Relevant Coursework

- **International Marketing:** Collaborated with peers to develop a marketing plan to expand a company into a foreign market
- **Marketing Research:** Gained experience using both qualitative and quantitative techniques for data collection as well as analyzing data using statistical techniques
- **Digital Marketing:** Collaborated with peers to create social media advertisements on various platforms such as Instagram and Facebook; gained knowledge of SEO marketing and search and display advertising

WORK EXPERIENCE

Gannett

Milwaukee, WI

Targeted Email Marketing Intern

July 2023 - August 2023

- Produced email creatives and reviewed campaign results
- Used digital marketing tools to research data and identify digital targets

Marquette University Center for Peacemaking

Milwaukee, WI

Research Assistant

June 2023 - May 2024

- Conducted in-person surveys among residents of the Near West Side neighborhood
- Collected and analyzed data to understand needs for community improvement

Marquette University Recreation Center

Milwaukee, WI

Service Staff and Social Media Coordinator

August 2021 - May 2024

- Greeted guests and handled monetary transactions in the main office, including purchasing memberships
- Monitored guests and enforced safety protocols
- Created engaging social media posts for several platforms

LEADERSHIP EXPERIENCE & ACTIVITIES

Sigma Kappa Sorority

Milwaukee, WI

Vice President of Alumni Relations

January 2022 - January 2023

- Organized and led alumni engagement events, reunions, and networking opportunities
- Managed communication channels and sent monthly newsletters to alumni and sorority members
- Collaborated with fellow executive board members to maintain mutually beneficial relationships with alumni chapters

Pi Delta Phi French National Honor Society

Milwaukee, WI

May 2022 - Present

- Inducted into honor society by the Marquette University French Department
- Maintained excellent academic record in French language and culture coursework
- Attended meetings and helped organize recruitment initiatives

SKILLS & INTERESTS

Computer: Google Suite, Microsoft Office (Excel, PowerPoint), Canva

Skills: Social Media Marketing, Customer Service, Public Speaking, Writing

Languages: French (Proficient in speaking, reading, and writing)