

EMILY A. MASSE

82 Lesmerises Road, Loudon, NH 03307
(603)219-2481 • emilymasse57@gmail.com
www.linkedin.com/in/emilymasse

EDUCATION

Bachelor of Arts in Communication, Business Applications Expected: December 2018
Minor: Writing
University of New Hampshire, Durham, NH

- GPA: 3.88
- Dean's List: Fall 2015 – Fall 2017
- Merit Scholarship Recipient, UNH Dean's Scholarship: Fall 2015 – Spring 2019

EXPERIENCE

Strategic Marketing Services Intern May 2017 – August 2017
Polaris Direct, LLC, Hooksett, NH

- Composed direct marketing industry blog articles to be published on the company website.
- Developed and distributed business press releases to media contacts.
- Managed three social media accounts by writing content, performing analytics, and engaging with followers.
- Performed industry research for the Strategic Marketing Services team, attended client meetings, and contributed to creative development.

Social Media and Event Planning Intern January 2017 – May 2017
Stay Work Play New Hampshire, Manchester, NH

- Composed weekly marketing content for social media accounts and organization's website.
- Coordinated public relations strategies.
- Assisted in planning and organizing executive activities prior to and at events.
- Established an editorial/content calendar and performed market research analytics.

SKILLS

-
- Exceptional organizational, customer service, and communication skills
 - Proficient in tech programs including Microsoft Word, Office and Excel, WordPress, Hootsuite, Salesforce, Wrike, AirTable, Dreamweaver, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign
 - Skilled in social media platforms including Facebook, Facebook Insights, Instagram, Twitter, Twitter Analytics, Snapchat, LinkedIn, and Pinterest
-

COMMUNITY INVOLVEMENT

UNH Women in Business September 2017 – Present

- Member of the University of New Hampshire student organization Women in Business.
- Attend and engage in career workshops, guest speaker appearances, and events.

Internal and External Events Executive October 2016 – Present
UNH Chapter of HerCampus

- Active member and writer for HerCampus.com, the #1 new-media global community for college women.
- Produce and publish weekly blog articles and participate in campus activities.

Editor November 2015 – April 2016
Comm-entary Department Student Research Journal

- Reviewed submissions, organized content, and participated in discussions.