

EMMA LYNCH

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EDUCATION

BOSTON UNIVERSITY 2022-2024

Master of Science, Advertising

THE UNIVERSITY OF TAMPA 2019-2022

Bachelor of Arts, Advertising and Public Relations
Minors, Journalism & Women's Studies
Magna Cum Laude

EXPERIENCE

COPYWRITER | BOSTON UNIVERSITY ADLAB | 2023

Soul Good Confections

- Collaborated with art director to write enticing copy that aligned with the brands conversational tone. Aimed to increase brand awareness, social media engagement, and drive sales through engaging social media posts and email marketing.

Gleason YMCA

- Filmed and produced an informational video to drive personal training sign-ups.
- Collaborated with art directors to create a unique variety of copy for social media and print campaigns.

GRADUATE ASSISTANT | BOSTON UNIVERSITY | 2023

- Tracked 70+ students and populated attendance/participation spreadsheets daily.
- Graded 70+ assignments monthly.
- Managed student requests and created course presentations.

WRITER | THE MINARET | 2022

- Wrote news, opinion, A&E, and lifestyle articles for The University of Tampa's student run online and print magazine.

SOCIAL MEDIA MANAGER | THE GREEN THUMB | 2022

- Devised strategic plans to increase brand engagement and awareness.
- Created aesthetically pleasing content and worked with post analytics to understand user behavior.

RESEARCH ASSOCIATE | THE UNIVERSITY OF TAMPA | 2021

- Performed primary and secondary research to gain insight into The University of Tampa's Office of Career Service's current social media strategies.
- Provided recommendations on increasing awareness within the UT community.

WRITER, EDITOR, INSTAGRAM MANAGER | HER CAMPUS TAMPA | 2020-2022

- Wrote and published lifestyle articles bi-monthly.
- Proof read and edited articles bi-monthly.
- Posted weekly to create a visually appealing feed using digital design and copywriting.

AWARDS & SKILLS

- Ad 2 Tampa Bay Student Addy's "Pick of the Pros" (2021)
- Adobe Creative Cloud, Microsoft Office, Canva, Brand24, WordTracker, Qualtrics, Hubspot
- SEO, social media analytics, critical thinking, time management, meticulousness