

Emma Eilers

Digital Marketing

Organized, dependable, and detail-oriented candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities and expand personal knowledge to meet team goals.

Contact

Address

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Phone

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WWW

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Skills

Trend Identification
Social Media Marketing
Campaign Planning
Google Analytics
SEO
Multi-Channel Marketing
Customer Segmentation
Content Creation
Marketing Strategies
Competitor Analysis

Education

Associate Degree in Digital Marketing: Digital Marketing

Western Technical College - La Crosse, WI

- 3.97 GPA
- President's List: Fall 2022, Spring 2023, Fall 2023, Spring 2024
- Wisconsin Technical Excellence Scholarship Recipient
- Relevant Coursework: Project Management
- Relevant Coursework: Content & Copywriting
- Relevant Coursework: SEO & Marketing Analytics
- Relevant Coursework: Social Media Strategies & Digital Advertising
- Relevant Coursework: Integrated Marketing Campaign & Personal Brand Management
- Relevant Coursework: Digital Design Components & Internet Marketing
- Professional Development: Creation of two websites
- Professional Development: Content Calendar Creation

Certifications

Twitter Ads Manager Certificate
Google Ads Search Certificate
HubSpot Content Marketing Certificate
HubSpot Email Marketing Certificate
HubSpot Social Media Marketing Certificate
HubSpot SEO Certificate
Yoast SEO Certificate
Google Analytics Certificate
HubSpot Inbound Marketing Certificate

Work History

2023-08 -
Current

Substitute Paraprofessional

School Districts of Tomah and Onalaska

- Utilized a variety of instructional strategies to meet individual student needs.

- Monitored student behavior and administered discipline as needed.
- Implemented classroom management techniques to maintain a positive learning environment.
- Assisted teachers with classroom management and document coordination to maintain a positive learning environment.
- Monitored student classroom and outdoors activities to promote student safety.

**2023-05 -
2023-08**

Shift Lead/Barista Shift Lead

Collin's Coffees

- Kept employees operating productively and working on task to meet business and customer needs.
- Trained new employees and delegated daily tasks and responsibilities.
- Resolved customer complaints and issues and offered thoughtful solutions to maintain customer satisfaction.
- Completed store opening and closing procedures and balanced tills.
- Maintained clean and well-organized production areas to avoid violations or unnecessary work delays due to hazards or inefficient layouts.

**2020-03 -
2022-08**

Beverage Cart Attendant/Bartender/Hostess/Pro Shop Attendant

Castle Rock Golf Course

- Used communication and problem-solving skills to resolve customer complaints and promote long-term loyalty.
- Restocked, organized, and ordered products for beverage carts to maintain optimum inventory.
- Supported servers, food runners, and bussers with keeping dining area ready for every guest.
- Greeted customers warmly upon arrival and provided a friendly and warm presence throughout the dining experience.
- Served high customer volumes during special events, nights, and weekends.
- Cultivated strong relationships with repeat customers, engaging in friendly conversation and memorizing drink orders to promote loyalty.

**2019-09 -
2022-02**

Barista

Collin's Coffees

- Cleaned counters, machines, utensils, and seating areas daily.
- Maintained regular and consistent attendance and punctuality.
- Controlled line and crowd with quick, efficient service.
- Recommended products based on solid understanding of individual customer needs and preferences.
- Elevated customer loyalty by using strong communication abilities to resolve customer problems.
- Learned every menu item's preparation and numerous off-label drinks to meet customer needs.

