

Emmagrace Halverson

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E-Portfolio - <https://itsemmagracehalverson.com/>

EDUCATION

Florida Gulf Coast University, Fort Myers, FL

Bachelor of Arts in Communication - Concentration in Public Relations (PR)

May 2023

- Relevant Coursework: PR Strategy, PR Research, PR Writing, Fundamentals of Communication, Theories of Communication, Effective Speaking, advanced PR Writing, and PR Campaigns.

CURRENT WORK EXPERIENCE

*Retail Sales Visual Lead, **Fabletics (International Plaza)*** Tampa, FL

Nov 2023 - Present

- Collaborates with Store Manager to drive team performance and customer satisfaction.
- Provides training and ensures adherence to merchandising standards.
- Achieves personal sales targets and maintains sales standards.
- Maintains safety and security protocols.
- Assist in running floor sets and maintaining visual standards

INTERNSHIPS

*Retail Operations Intern, **Fabletics (HQ)*** El Segundo, CA

June 2024-Aug 2024

- Collaborated with the Retail Operations team on various projects to support retail store success.
- Responsibilities included preparing communications, assisting with new store openings, creating process documentation, developing training content, and adapting materials for eLearning.
- Leveraged in-store experience to enhance my understanding of retail operations while managing multiple projects to improve internal processes and organizational skills.
- Capstone Project: "Streamlining communication with Content Hub" creation and implementation of a new internal platform for retail stores.
- Other projects I contributed to: Bond training, international deck prep, Style on Call Task Force, New Store Opening support, Allocation education

*Marketing Intern, **NFL (National Football League) Alumni Association***, Tampa, FL

June 2023 - Nov 2023

- Demonstrated comprehensive understanding of marketing strategies.
- Learned to successfully market to non-profit organizational audiences.
- Created and produced digital marketing content.
- Produced email marketing campaigns.
- Helped manage community events, and social media accounts.

*Public Relations Intern, **Sandlin REMAX Affinity Plus***, Marco Island, FL

Jan 2023 - Apr 2023

- Developed & produced customized local digital marketing content.
- Implemented & measured the effectiveness of the content campaigns.
- Utilized Strategic Influencing to gain commitment to campaigns.
- Produced local content for Sandlin Team monthly newsletter, blogs, and infographics.
- Developed & carried out monthly marketing cycle plans.

*Social Media Marketing Intern, **Forema Boutique**, Fort Myers, FL*

Aug 2022 - Dec 2022

- Enhanced the understanding of social media marketing strategies to drive business.
- Monitored social media platforms for trending campaigns.
- Monitored user traffic and engagement to the created and posted content.
- Planned and adhered to scheduled content calendars.

OTHER WORK EXPERIENCE

*Sales Associate, **Coach Outlet**, Fort Myers, FL*

Jul 2021 - Aug 2022

*Concierge / Front Desk Assistant, **Inspired Living Bonita Springs**, Bonita Springs, FL*

Oct 2020 - Jul 2021

*Data Entry Professional, **Bach Land Development**, Tampa, FL*

Jan 2018 - Aug 2020

*Event Planner, **Sweet and Sassy**, Tampa, FL*

Oct 2016 - Dec 2017

SKILLS

- Microsoft Office Suite: Word, Excel, PowerPoint – Google Suite – Canva – Jasper AI/ChatGPT – Mail Chimp/Constant Contact – All Social Media Platforms – Google Analytics – Website Creation Tools – QR Code Generators – Airtable – OmniSuite