



EMMA DIETZE

PROFESSIONAL COMMUNICATOR

ABOUT ME

Hello! I'm Emma and I'm an enthusiastic and passionate communicator. I am a fourth year student of the Bachelor of Communication Studies at MacEwan University. I love people, spin, mountains, and pasta!

SKILLS

- Social Media Marketing ●●●●●●
- Social Media Strategizing ●●●●●●
- Customer Service/Relations ●●●●●●
- Writing ●●●●●●
- Website Development ●●●●●●
- Organization & Planning ●●●●●●

CONTACT

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emmakdietze.com

REFERENCES AVAILABLE
UPON REQUEST

EDUCATION

MACEWAN UNIVERSITY

Sept. 2018 - Dec. 2021 | Bachelor of Communication Studies
• 3.8 GPA

EXPERIENCE

- SEPT 2020 – PRESENT **SOCIAL MEDIA INTERN**
YEG CYCLE & YYC CYCLE
 - Make and present Analytics Reports weekly in team meetings that discuss metrics and help to curate future suggestions for content
 - Provide daily community engagement: comments, likes, direct messages, reposts, etc.
 - Create & post engaging content on Instagram and Facebook stories and on Twitter and TikTok that aligns with our core pillars & marketing personas
 - SEM & SEO work, platform strategy creation & implementation, & marketing persona creation

- JULY 2020 – DEC. 2020 **SOCIAL MEDIA MANAGER**
MKT BEER MARKET
 - Captured and posted content for stories and feed posts for social media on Instagram
 - Communicated about and helped build out marketing promotions with management
 - Provided daily community engagement: comments, likes, direct messages, reposts, etc.

- MAY 2020 – PRESENT **HOSTESS & SERVER**
MKT BEER MARKET
 - Managing and organizing restaurant, seating, tables, serving rotations, etc.
 - Greeting, seating, serving, and talking with customers about deals, promotions, and menus
 - Creating a welcoming atmosphere and helping customers to feel comfortable