

# EMMA SCINTU

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## EDUCATION

**Bachelor of Arts in English & Creative Writing (Publishing Track)**, May 2021

*The University of Iowa, Iowa City, IA*

**Communications Minor**, May 2021

*The University of Iowa, Iowa City, IA*

**Major GPA:** 3.45/4.0, University of Iowa Dean's List (4 semesters)

## SKILLS

**Interpersonal:** Verbal and Written Communication, Creativity, Collaboration, Adaptability, Analytical Thinking, Persuasion, Active Listening, Time Management, Attention to Detail, Organization, Event Planning, Customer Service, Computer Literacy

**Technical:** Social Media Management (Sprout Social, Hootsuite, Instagram, TikTok, Facebook, and X), Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Canva, Wordpress, Microsoft Office Suite, Google Suite, Docusign, Constant Contact, Submittable, HTML

## EXPERIENCE

**Marketing and Communications Manager, *Chicago Sinai Congregation***

15 W. Delaware Pl., Chicago, IL

October 2021 - Present

- Spearhead brand strategy initiatives, driving a 30% increase of email engagement and a 15% growth in website traffic through targeted campaigns and strategic content development.
- Design high-impact digital and print marketing campaigns, adhering to brand guidelines, and enhancing brand recognition within the community.
- Optimize communication channels, while partnering with cross-functional teams to align messaging and promote organizational initiatives, leading to a 15% increase in attendance across programs.

**Social Media Marketing Specialist, *P. Cooper Creative***

Evanston, IL

February 2022 - July 2022

- Implemented a robust social media strategy, driving over 40% growth in engagement and doubling the brand's social media following and traffic overall.
- Created compelling content and maintained a dynamic social media calendar, enhancing the audiences' experience, engagement, and brand visibility.
- Conducted social listening and analytics reporting to refine tactics and ensure alignment with goals, resulting in measurable improvements in online presence.

**Graphic Design and Communications Intern, *Highwood Chamber of Commerce***

Highwood, IL

June 2021 - September 2021

- Elevated brand presence by creating engaging print and digital marketing materials, contributing to over 100% growth in social media following.
- Managed consistent updates to social media platforms, fostering community engagement and maintaining strong relationships with business partners.
- Played a pivotal role in brainstorming and executing promotional campaigns, providing detailed progress reports, and publishing press releases to drive transparency and participation in local events.

## OTHER RELEVANT EXPERIENCE

**Editorial Internship, *The Refugee & Immigrant Association***

*Iowa City, Iowa*

May 2020 – September 2020

- Designed and managed a multilingual monthly publication, ensuring timely distribution and accessibility for immigrants in the Eastern-Iowa corridor.
- Collaborated with Arabic, French, Spanish, and Swahili translators to meet tight deadlines, streamline the printing and dissemination process.

**Awarded fully-funded residency scholarship, *New York State Summer Writers Institute***  
*Skidmore College, Saratoga Springs, New York*

June 2019 – July 2019

- Refined critical and editorial skills by workshopping peers' writing and integrating constructive feedback into personal projects, resulting in polished, high-quality work.
- Collaborated with established authors and a diverse group of writers, fostering a creative environment and building professional connections to enhance creative development.