

Emily Buellesbach

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(815) 261-7948

Education

St. Norbert College, De Pere, WI

Anticipated Graduation May 2022

Bachelor of Arts

Major: Communication and Media Studies

Dean's List (Fall 2018-Present)

GPA: 3.98

The Honor Society of Phi Kappa Phi

Graduating with Summa Cum Laude

Internship

Office of Communications at St. Norbert College, De Pere, WI

July 2021-Present

Communication Web and Social Media Associate

- Gathers data and research for projects involving St. Norbert's social media content in contrast to other higher education institutions. This includes: social icons on web pages, Financial Aid content, Fundraiser content, Instagram, Facebook, and TikTok.
- Created Google My Maps for St. Norbert alumni-owned Businesses Network, resulting in the map being published on the college's website.
- Launched St. Norbert's TikTok account and gained 1,255 followers since the launch in July 2021. Produce and formulate ideas for content, leading four out of fifteen TikToks, under my administration, to go viral.
- Collects metrics and data for the college's YouTube, TikTok, and advertisements on Facebook and LinkedIn.
- Plans holiday posts on all social media platforms, which increases engagement.
- Assists in the website redesign for the course catalog page.

Work Experience

DSW, McHenry, IL

February 2018-Present

Part-Time Sales Associate

- Persuades customers to sign up for VIP program and ensures at least one sign-up per shift, therefore benefitting the business' conversion.
- Prioritizes communication with the customer and their needs in order to provide successful customer service.
- Assigned the responsibility of training new employees, and thus far have helped train six employees.

Activities

St. Norbert Dance Team, De Pere, WI

August 2018-March 2022

Member

- Committed to being a team player and achieved balancing the sport with school and work all four years.

St. Norbert Times Newspaper, De Pere, WI

September 2018-December 2021

Opinion Columnist

- Responsible for writing opinion columns every other week and have had articles be acknowledged by St. Norbert College.
- Prioritized time management skills in order to submit articles on schedule.

Graphos, De Pere, WI

September 2018-December 2021

Poet

- Published nineteen poems and one prose in the *Graphos* book.
- Assigned to design the Graphos logo for the new website.
- Ability to be flexible with writing styles and think abstractly about topics.

Village Book Builders, Green Bay, WI

October 2020-December

2020

Consultant

- Designed eight Google Search Ads for the nonprofit, engaging 1.56k clicks and 26.5k impressions in one month.

Skills

Computer Skills: Experienced with WordPress, Creator Studios, Smartsheet, Cascade, and Canva. Proficient with Google products and Microsoft Office Suite. Skilled in scheduling posts and collecting metrics on Facebook, Instagram, Twitter, and LinkedIn. Managed a Facebook business page and the account SNC Insider on Facebook and Instagram.