

EMERY BURTON

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AREAS OF EXPERTISE

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|------------------------------------|---------------------------|--------------------|
| ✓ Marketing Collateral Development | ✓ Email Marketing | ✓ Canva |
| ✓ Graphic Design | ✓ Website Development | ✓ Microsoft Office |
| ✓ Client Management | ✓ Social Media Management | ✓ Google Analytics |
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CAREER HIGHLIGHTS

Marketing Collateral Development: Created and wrote newsletters, flyers, postcards, and other materials

Client Management: Served as a primary point of contact for clients on all marketing material development

Graphic Design: Designed visual content that supports messaging and maintains brand consistency

Social Media Management: Organically grew the firm's LinkedIn following by 58% in first 6 months

EXPERIENCE

Senior Marketing Coordinator

Curt Pringle & Associates – Anaheim, CA

Jun 2023 – Present

- Wrote and designed marketing collateral including one-pagers, infographics, flyers, and social media graphics tailored to each brand.
- Wrote marketing copy for newsletters, mass email campaigns, social media ads, and web content.
- Collaborated directly with clients to gather input and refine deliverables based on feedback.
- Tracked and analyzed campaign metrics to assess performance and inform content/design strategy.

Non-Profit Marketing Intern

Young Lives Redeemed – Fullerton, CA

Jan 2023 – May 2023

- Identified core strengths and innovational opportunities within the organization by interviewing C-suite executives, operational employees, and volunteers.
- Analyzed key statistics within the organization and its competitive industry that could be utilized to drive awareness and increase stakeholder involvement.
- Developed a 1 year strategic marketing plan based on primary and secondary research.

Marketing Research Intern

The Night Owl – Fullerton, CA

Sep 2022 – Dec 2022

- Interviewed 32 stakeholders to understand general customer expectations, underutilized strengths, and areas of frustration.
- Customized a 55 question customer feedback survey and distributed it to customers in-store.
- Conducted data analysis that revealed over 50 major findings and presented them to client in an 80 page document.

EDUCATION

Biola University

B.S. in Business Administration: Marketing

- Honors: *Magna Cum Laude*

CERTIFICATIONS

Content Marketing

Hubspot Academy

Google Analytiics

Google

Social Media

Stukent