

EMMA K. JONES

5957 CARTERS GROVE, NEW ALBANY, OH 43054
PHONE 614 530 5702 • E-MAIL JONES.5716@OSU.EDU

EDUCATION

The Ohio State University / Fisher College of Business

Columbus, OH

Bachelor of Science in Business Administration (GPA: 3.9/4.0)

May 2020

Specializations: Marketing, International Business

Minor: History of Art

FisherDirect Student, Mount Leadership Society Scholar, Provost Scholarship Recipient

INTERNSHIP EXPERIENCE

International Marketing Intern

Mansfield, OH

D.A. International Casting Co.

May 2018 – August 2018

- + Enhanced ISO Employee Handbook and Training Manual by integrating multiple drafts and collaborating with upper-level management, including President, Vice-President of Operations, & Public Relations Manager, on new innovations
- + Spearheaded creative design of new merchandising pitches and marketing collateral for the company catalog and website
- + Investigated and identified discrepancies between the company website and catalog to create cohesive sales material
- + Conducted market research across the rail part industry to devise an international marketing plan to be used across social media platforms, telemarketing, direct marketing, and other promotional channels

Marketing Intern

Columbus, OH

St. Stephen's Community House

September 2017 – December 2017

- + Developed a marketing plan for the Senior Services department to be utilized during Fall 2017
- + Obtained two new client bases of seniors in eight weeks through logged in-person visitations, phone conferences, and email correspondence
- + Redesigned old sales collateral and produced six new marketable materials to improve advertising throughout the Columbus community
- + Increased attendance at annual Thanksgiving Luncheon from 100 to over 150

PROFESSIONAL DEVELOPMENT EXPERIENCE

Vice President of Marketing

Columbus, OH

Greek Programming Board Executive Board

April 2018 – Present

- + Promoted events for Hazing Prevention Week and Homecoming Week over multiple mediums
- + Planned, executed, and publicized Greek Week, which includes 11 events ranging from 40 to 7,000 attendees across approximately 65 unique Greek Letter organizations
- + Led a committee of eight members to execute social media promotion, flyer creation, apparel acquisition, & recruitment
- + Produced marketable material to be used for the Buckeye Greek Leadership Institute

Event Planning Team Volunteer

Columbus, OH

PINK Campus Team

September 2017 – Present

- + Advertised the PINK brand to over 60,000 students and 5,000 campus organizations
- + Coordinated and planned various campus events to maximize outreach to collegiate clientele
- + Created marketing proposals to establish relationships with corporate PINK leadership

INVOLVEMENT

Reference Chairman, Delta Delta Delta

December 2017 – Present

- + Collaborated with fellow collegiate members on Member Selection Committee and Recruitment Team to organize a successful, values-based formal recruitment
- + Collected and organized references, legacy information, and chapter forms