

EMILY SKEELS

OPERATIONS & MARKETING COORDINATOR

CONTACT

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DENVER, CO

507.458.1401

EDUCATION

SOCIAL MARKETING CERTIFICATE

HOOTSUITE ACADEMY,

FEBRUARY 2018

BA, COMMUNICATION STUDIES

UNIVERSITY OF MINNESOTA,

2012-2015

STUDY ABROAD PROGRAM

DUBLIN CITY UNIVERSITY,

SPRING 2014

SOCIAL MEDIA

INSTAGRAM: @EMILY.SKEELS

TWITTER: @_EMILYSKEELS

WEBSITE: WWW.SIMPLYSKEELS.COM

EXPERIENCE

OPERATIONS & FACILITY MANAGER

GENERAL ASSEMBLY | MARCH 2019 - PRESENT

- Ensure things run smoothly on the Denver campus. Navigating and managing the opportunities and challenges that our team faces each day.
- Lead a multi-person team to accomplish all daily tasks.
- Coordinate and setup for high-attendance classes, events, and workshops.
- Communicate with and encourage our students as they take on our full-time and part-time courses.

MARKETING & COMMUNICATIONS CONSULTANT

CONFLUENCE COMMUNICATIONS | JULY 2019 - PRESENT

- Work with multiple clients to ensure all of their communications needs are being met.
- Increased a client's Instagram following by 40% in the first month.
- Regularly engage in local communities to bring awareness to clients' businesses.

SOCIAL MEDIA COORDINATOR

VISIT WINONA | JULY 2018 - JULY 2019

- Design, implement, and manage social media strategies on social platforms (Facebook, Instagram, Twitter).
- Increased Instagram following by 50%.
- Work with local organizations (Winona Chamber, Downtown Council, Parks & Rec) to highlight Winona's best features.
- Received 2018 Best Social Media Campaign from Explore Minnesota Tourism for a Facebook Live campaign.

EVENT COORDINATOR

BE THE MATCH | APRIL 2017 - JUNE 2018

- Managed auditorium rental rental program and event vendors to coordinate successful events that achieved company goals.
- Increased revenue for auditorium rental program by 66%.
- Coordinated setup, catering, and AV teams to ensure events went smoothly.
- Created positive relationships and rapport for Be The Match.

LIVE EVENT ASSISTANT

MULTIPLE | MAY 2015 - JUNE 2018

- Member of the live event operations team for Minnesota Gophers, Vikings, Wild, Timberwolves, Lynx.
- Camera and LED operator for crowds of more than 55,000 spectators at professional and collegiate sporting events.

SKILLS & SOFTWARE

- Community engagement & customer service
- Digital photography & videography
- Event coordination & promotions
- Social media strategy
- Adobe Creative Cloud
- Constant Contact
- Microsoft Office
- Wordpress