

Emily Ferrans

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EDUCATION:

- Penn State University, The Behrend College, Erie, PA
B.S., Marketing (GPA: 3.64/4.00)

Expected Graduation May 2023

CERTIFICATIONS AND SKILLS:

- Google Analytics, Ads Search, Data Studio, Inbound Marketing, Hootsuite Platform certifications
- WordPress, Canva, Salesforce, Hootsuite, Adobe InDesign, Microsoft Word, Outlook, PowerPoint proficient

WORK EXPERIENCE:

Emily Ferrans Photography Business Owner

February 2019 - present

- Designed, developed, and grew recreational hobby into a professional business by creating personal network, building connections with clientele, and managing social media pages effectively
- Utilize social media marketing and word of mouth referral strategies to generate business exposure
- Communicate with clients to finalize photo sales, customize products, and ensure customer satisfaction

Erie Insurance Recruitment Marketing Intern

May 2022 – August 2022

- Performed research, ran campaigns, and assisted with active recruiting pipeline to attract potential agents
- Brainstormed with the Recruiting and Performance (RAP) team and had my ideas published in this Fortune 500 company's LinkedIn Pilot Program Ad and recruiting website
- Supported the preparation and operation of New Agent Orientation

Hellafan Sales Intern

August 2021 – December 2021

- Prospected, developed, and managed a pipeline in CRM Pipedrive and Salesforce
- Applied introductory negotiation techniques in a simulated lab environment

RELEVANT PROJECTS:

Social Media Specialist for Mimic Social Simulation Project

August 2022 – December 2022

- Mock B2C simulation in Social Media Marketing class that provided hands-on experience as a Social Media Specialist for Buhi Supply Co.
- Created compelling content that generated value, measured KPI's for tracking social media marketing success, and conducted data analysis to optimize performance across all channels

Marketing Strategy Director for Erie Brewing Company Student Project

January 2022 - May 2022

- Collaborated with directors of other groups within project to develop cohesive IMC beer launch campaign
- Set direction for my research team; identified target audience and best way to reach them
- Focused resources on greatest opportunities to increase potential sales for new beer launch and aquatic invasive species themed promotion for Erie Brewing Company

LEADERSHIP ROLES:

Student Athlete Advisory Committee (SAAC) Vice President

August 2021- present

- Representative for cross country team during weekly meetings with athletic director; address team concerns or relating information to ensure my team's overall success
- Run meetings alongside President and guide communication between 31 team members effectively
- Serve as liaison between team, coaching staff, athletic director, and conference committee

ATHLETIC EXPERIENCE:

Penn State Behrend Cross Country and Track & Field Athlete

August 2019 - present

- Balance 15+ hr practice weeks, training, racing, and travel schedule while maintaining academics
- Demonstrated discipline, level-headedness, and ability to perform under pressure by medaling in 2019 and 2021 Collegiate Conference Championships

Sled Dog Racing Athlete

January 2013 - present

- Qualified for International Federation of Sleddog Sports (IFSS) Dryland World Championships in October 2019 and flew to Nybro, Sweden with 12 other Team USA members to compete in race
- Accepted 2018 James M. Gauger award in for leadership and contribution to the Pennsylvania Sled Dog Club

