

Emily Woodard

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EDUCATION

University of Arizona, Eller College of Management

Tucson, AZ

- **Postgraduate Degree:** Master's in Marketing (GPA: 3.9)
- **Undergraduate Degree:** Bachelor of Science in Business Administration- Business Management Major
- **Honors:** Wildcat Excellence Scholarship Award

WORK & LEADERSHIP EXPERIENCE

eegee's

Scottsdale, AZ (Remote)

Senior Director of Brand & Loyalty

Jan 2024 - Present

Marketing Manager of Brand & Loyalty

Jan 2023 - Jan 2024

Marketing Coordinator

May 2021- Jan 2023

Marketing Assistant

Sept 2020 - May 2021

- Manage eegee's Rewards' program by creating and executing the guest experience journey through campaigns, offers, member communications, app development and integration (410k+ members)
- Increase awareness and traffic through product innovation, competitive pricing, and promotions
- Measure the performance of offers, new products, and guest feedback
- Leverage findings for strategic decisions, budget allocation, and integrated marketing plans
- Partner with the creative team to capture brand personality through visual and written content
- Evaluate and facilitate brand partnerships, new store openings, and local store events (9 new stores)
- Engage with external vendors to achieve marketing goals and partner with cross-functional teams to ensure the success of all brand initiatives

Wildjoy

Tucson, AZ (Remote)

Marketing Intern

Summer 2020

- Curated engaging content to highlight Arizona tourism and recreation and increase brand awareness
- Analyzed social media trends and conducted regional audits for future campaigns

ZonaZoo Crew- The University of Arizona

Tucson, AZ

Director of Marketing & Branding

May 2019- 2020

Branding Chair

May 2018-2019

Community Outreach Spring Fling Chair

May 2017-2018

- Managed Marketing team of 6 members and coordinated campaigns with Arizona Athletics and Associated Students of the University of Arizona (ASUA)
- Designed and ordered over 7,000 shirts and accessories for the student section of 6,000+ members
- Oversaw all of ZonaZoo's social media accounts to increase student engagement online and attendance of athletic events (100k+ followers)

MGM Resorts International

Oxon Hill, MD

Hotel Operations Intern

Summer 2019

- Gained operational knowledge through rotating through the Front Desk, Housekeeping, Sales & Catering, Spa, Human Resources, and Guest Experience departments
- Conducted market research surrounding implementing a mobile check-in technology and presented Capstone Project findings to the hotel's leadership team

University Tees

Tucson, AZ

Campus Manager

Jan 2019- May 2020

- Expanded client base and maximized sales by providing a personalized client experience and acted as a liaison between corporate designers and clients (Over \$40,000 in lifetime sales)

SKILLS & ACTIVITIES

Skills: Tableau, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom), Microsoft Office, Google Suite, Inbound Marketing Certificate HubSpot, Canva, Smartsheets, and Punchh University

Activities: Chi Omega Fraternity, Environmental Conservation in Costa Rica