

EMMA MARINELLI

Summary

Graphic designer with expertise in social media management, graphic design, print, brand marketing and content creation. Proven ability in enhancing social media engagement and exceeding goals. Strong skills in teamwork, time management, and creative problem-solving.

Contact

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Education

Clemson University

2020 - 2024 / Clemson, SC

- » B.S. Graphic Communications, Business Administration Minor

Skills

- » Graphic Design
- » Photography
- » Videography
- » Print Production
- » Marketing Campaigns
- » Brand Identity Development
- » Project Management

Software

- » Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Dimension, AR)
- » Microsoft Office, Excel, Powerpoint
- » Emplifi Social Media Management
- » Salesforce
- » Constant Contact Email Platform

Professional Experience

Social Media and Marketing Specialist, RFP Homes

June 2024 - Present

- » Managing 5 social media accounts for RFP Homes, developing campaigns that enhance brand visibility and engagement. Also designing marketing materials including banners, brochures, and digital graphics for property listings and events.
- » Grew account reach by 1K+ and boosted post views by over 35.9K through strategic content planning and analytics-driven adjustments.

Print and Design Intern, Blue Mountain of Seneca

January 2024 - May 2024

- » Designed and produced custom marketing collateral for clients across various industries.
- » Applied advanced print production techniques, including screen printing, direct-to-garment (DTG), dye sublimation, and heat press transfers, to deliver high-quality branded merchandise.

Marketing and Social Media Intern, College of Science

August 2023 - December 2023 / Clemson University

- » Created and scheduled content for Facebook, Twitter, and Instagram to align with university marketing objectives.
- » Increased social media followers by 33%, improved engagement by 22%, and expanded overall impressions by 30% through targeted content strategies.

Marketing Intern, Health Benefits Alliance

June 2023 - August 2023

- » Designed professional marketing materials including postcards, booklets, and brochures for corporate distribution.
- » Contributed to the successful distribution of over 500+ printed marketing pieces, supporting client acquisition and brand awareness.

Philanthropy Graphics Chair, ZTA Sorority

December 2022 - December 2023 / Clemson University

- » Designed social media graphics for fundraising events, promoting engagement and participation across multiple platforms.
- » Helped raise \$143,000 for breast cancer awareness and research through creative marketing and event branding.

Freelance Artist

2022 - Present

- » Lead designer for direct email campaigns at Premier Specialty Markets using Constant Contact.
- » Developed corporate presentations for Telos Advisers, ensuring brand consistency and visual clarity.
- » Designed brand identities — including logos, color schemes, typography, websites, and sales materials — for clients such as PEO Growth Partners, Business Growth Partners, Premier Specialty Markets, and Martin Metalworks.