

Emma Priester

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Portfolio: emmapriester.com

EDUCATION

The University of Central Florida, Orlando, FL **December 2025**
Bachelor of Science in Business Administration, Marketing (*Professional Selling Track*)
Dean's List (Spring 2025)

MARKETING EXPERIENCE

Goblin Market– Orlando, FL **October 2024 - Present**
Marketing Manager, Event Social Influencer

- Lead a monthly team of 10 people (videographers, photographers, and content creators)
- Designed and optimized Goblin Market website layout, events, and content accuracy.
- Create engaging photo and video content to promote vendors' unique offerings and highlight market activities. (1.7 million views on Instagram in April 2025)
- Use analytics to optimize digital media; distribute monthly press releases and event calendars.
- Utilize Meta Planning for content scheduling and Canva for design and editing.
- Manage live event coverage and ensure attendees' comfort, supporting event logistics, and enhancing the customer experience.

Paylocity– Lake Mary, FL **May 2025 - August 2025**
Sales Development Representative, Intern

- Make 120+ cold calls daily using Five9, ZoomInfo, and Salesforce to generate B2B leads.
- Book weekly sales appointments and support pipeline growth in collaboration with Account Executives.
- Manage outreach and CRM data in Salesloft, focusing on high-volume prospecting in New York, New Jersey, and California markets.
- Profiled BDR accounts sourced from the marketing funnel and validated around 300 accounts in Salesforce as qualified leads.

BeatCreative– Orlando, FL **April 2023 - October 2024**
Digital Marketing Assistant, Intern

- Proficient in utilizing Asana and HeyOrca platforms for project management and social media scheduling.
- Skillfully oversaw scheduling and content creation across Instagram, LinkedIn, TikTok, Threads, and Facebook, and increased brand engagement by 93%.

PROFESSIONAL EXPERIENCE

American Marketing Association (UCF), Member **January 2023 - Present**

- Developed communication and leadership skills through active participation in meetings, enhancing my collaboration skills.

Women In Business (UCF), Member **January 2023 - Present**

- Attended networking events to connect with marketing professionals.