

EMILY SCHMITT

emilyschmitt08@gmail.com

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Premier
- Microsoft Suite
- macOS Software
- WordPress
- Crisis management
- Creative thinking
- Active problem solving

EXPERIENCE

Oscar Mayer Wiernmobile Driver

Hotdogger

June 2023 – Present

- One of twelve drivers selected from over 2,000 applicants to serve as brand spokesperson for Oscar Mayer while piloting the Oscar Mayer Wiernmobile across the country
- Visits twenty-five cities throughout Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin while connecting with 2,500+ consumers weekly through planned experiential marketing events
- Writes weekly press releases and generates hundreds of media impressions by conducting radio, TV, online, and newspaper interviews in each community
- Skilled in media relations and crisis management as schedule and pop-up opportunities require flexibility, creativity, and quick-thinking

Union Board Trivia Host

Davidson, NC

Summit Outpost Chair

August 2020 – May 2021, August 2022 – May 2023

- Created, hosted and advertised weekly trivia for the student body with 90+ participants
- Recipient of Davidson's C. Shaw Smith Award for quality of program and innovation of events

Communications Associate

Davidson, NC

The Jay Hurt Hub for Innovation and Entrepreneurship

January 2022 – May 2023

- Designed and edited a bi-weekly newsletter advertising events and programs for the Hurt Hub, a co-working space where campus and community collaborate on technology and innovation

wikiHow Author

Remote

Emerging Technology Writer

May 2021 – December 2021

- Researched, wrote, and edited approximately 40 how-to articles on technological topics, such as macOS software, podcast monetization, and more using proper SEO tactics and wikiText writing style

EDUCATION

Davidson College

Davidson, NC

- Bachelor of Arts, English major, Digital Studies minor
- Phi Beta Kappa Society, The Henry T. Lilly Award for Excellence in English

May 2023