

Emily Matson

SUMMARY

Self-motivated communicator with a passion for smart, creative solutions. Ability to translate complicated ideas into engaging messages. Experience using graphic design, photography and social media to tell brand stories.

EDUCATION

Iowa State University

B.A Advertising, B.A English, Women and Gender Studies minor

Ames, IA

May 2018

Università degli Studi di Urbino "Carlo Bo"

Renaissance focused program

Urbino, IT

January - May 2016

PROFESSIONAL EXPERIENCE

HOM Furniture

Social Media Content Creator

Coon Rapids, MN

June 2017 - Present

- Create copy, video and graphic content for social media messages
- Write blogs and SEO content for the HOM website
- Manage social media accounts via programs such as Hootsuite
- Build social media engagement through strategic posting

Iowa State Writing and Media Center

Communication Consultant

Ames, IA

August 2015 - May 2018

- Advised graduate/undergraduate students when creating and editing papers, presentations, and other multimedia projects
- Closely collaborated with students to improve their writing
- Worked 1:1 with domestic, international, and ESL students

Barnes and Noble

Bookseller, Digital, Cafe

Maple Grove, MN

July 2012 - May 2017

- Assisted customers with purchases, including membership and credit card sales
- Provided recommendations and support to customers
- Created displays and restocked store with product

EXTRA CURRICULAR INVOLVEMENT

- Volunteer design work for Monsoon United Asian Women of Iowa
- Presented research at "Transforming Gender and Society" conference
- Published in "Exposed: Intersectional Identities at ISU"
- Copy-edited and photographed for the Iowa State Daily
- Previous Cardinal and Gold advertising group member

ADDITIONAL SKILLS

- InDesign, Photoshop, Illustrator
- Microsoft Office
- CITI Human Subject Research Certification
- AP, APA, and MLA Styles
- Photography



Vist my portfolio at

ematson.com

CONTACT INFORMATION

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NOTABLE AWARDS

- Award for Competitive Excellence
- Pearl Hogrefe Freshman Creative Writing Scholarship
- Donald Jackson Endowed Award for Excellence in Writing,
- Pearl Hogrefe Senior Creative Writing Scholarship
- Employee of the Month (Store) and Above & Beyond Recipient (District), Barnes and Noble