

# EMMA POMPEII

845-701-7529  
emmap3@gmail.com  
emmapompeii.com

## EDUCATION

### Parsons School of Design School of Design Strategies

School of Design Strategies  
B.F.A Integrated Design  
Pathway in Film Production  
Minor in Communication Design  
Graduation: May 2020

## PROGRAMS

Photoshop  
Illustrator  
InDesign  
Premiere Pro  
Audition  
Adobe XD  
Wix & Squarespace  
Google Suite  
Google Analytics  
Google Ads  
Microsoft Office  
Mailchimp  
Shopify  
Mac & Windows OS

## SKILLS

- Strong understanding of design principles and best practices
- Experienced use of photography/video equipment.
- Administrative/Office experience including excellent communication and Excel skills
- Advanced in client facing roles
- Strong organizational and multitasking abilities

## EXPERIENCE

### Peridot Fine Jewelry Marketing & Graphic Design Director / 2020 - Present

- Leads small marketing team by overseeing print/digital, email promotions, branding initiatives, and paid media.
- Revamped marketing plan to run ad campaigns through Google Ads and Merchant Center, increasing overall engagement
- Oversees day-to-day website management using Shopify.
- Designs and develops all graphic elements used on website, social platforms, and in store print media using the Adobe Suite.
- Oversees budget and buying inventory by managing weekly reports and forecasting product trends.
- Attends tradeshow seasonally and works directly with clients and jewelry designers.

### Mandala Yoga Center for Healing Arts Freelance Design & Marketing Consultant / 2020 - Present

- Manages social media by putting out weekly content, and increased Instagram followers +7% year to date.
- Transitioned studio classes to a full on demand library and live streaming on Vimeo and streamlined virtual process.
- Designs and executes all email marketing and created targeted groups to increase engagement.
- Designs and develops all graphic elements used on the website, social platforms, and print media.
- Manages day to day website updates on Squarespace.

### Rock Shrimp Productions Production & Development Intern / 2019

- Edited videos/photos on Premiere Pro and Photoshop.
- Assisted with equipment, set up, and breakdown for on location filming, as well as acted as a personal assistant to keep schedule, finances, and accounts managed.
- Applied advanced knowledge of camera and lighting equipment to regularly assist in producing content.
- Worked to ensure timely content and output according to needs of clients by preparing media for YouTube.

References available upon  
request