

EMILY SQUANCE

Relocating to the New York Metro Area | emily.squance@gmail.com | [LinkedIn](#)

WORK EXPERIENCE

IMH Fragrance (Michael Malul London, Marley Fragrance, Quicksilver)

Columbus, OH

Social Media Marketing Specialist

July 2025 - Present

- Managed multi-brand social presence across Instagram, TikTok, Facebook, and LinkedIn; monitored trends and performance to inform strategy and surface insights to internal stakeholders.
- Executed Michael Malul x Esquire Magazine pre-launch campaign, driving a 20% increase in profile traffic; grew brand followings across all platforms within under a year (MML: +36% IG, +38% FB, +30% TikTok; Marley: +30% IG, +179% FB, +40% TikTok).
- Delivered monthly performance reports with KPI benchmarks and data-driven optimization recommendations; managed email marketing campaigns and audience segmentation in Klaviyo.
- Built brand advocacy through influencer vetting, campaign coordination, and long-term relationship management.

Skincare Anarchy LLC / YUGEN Magazine

Manhattan, NY

Social Media Content Creation Intern

Mar. 2025 - Aug. 2025

- Created graphics, photos, and video content for Instagram and TikTok aligned with each brand's voice and mission.
- Analyzed performance metrics including engagement, follower growth, and reach to evaluate and refine content strategy.
- Monitored trending topics and hashtags to keep content timely; collaborated with editorial and creative teams to maintain consistent brand messaging.

Ohio Hotel & Lodging Association

Columbus, OH

Marketing & Partnership Manager

Nov. 2023 - July 2025

- Managed 3 websites and all social channels, growing engagement and follower counts by 80%; distributed daily emails and monthly e-newsletters to 2,000+ partners.
- Collaborated with Ohio Magazine and Long Weekends Magazine on advertising assets; captured professional photography for events and key initiatives.

Ohio University, E.W. Scripps School of Journalism

Athens, OH

Social Media Storyteller

Aug. 2022 - May 2023

- Created and managed content across Facebook, Instagram, Twitter, and LinkedIn, increasing alumni awareness and student engagement by 15% in six months.

A-Plus Staffing Solutions

Columbus, OH

Social Media Marketing Intern

June 2022 - Sept. 2022

- Built market-specific social channels, ran targeted Facebook ads, and created content and blog posts to drive engagement and brand awareness.

TECHNICAL SKILLS

Marketing & CRM Platforms: Klaviyo, HubSpot, Hootsuite, Constant Contact, Mailchimp, Meta Ads Manager, monday.com

Analytics & Reporting: Google Analytics (GA4), Meta Business Suite, platform-native insights and reporting

Content & Design: Adobe Photoshop, Adobe Premiere Pro, Final Cut Pro, Canva

Web & CMS: Wix, WordPress, WebSuite, Flywheel

EDUCATION

Ohio University, E.W. Scripps School of Journalism, Class of 2023

Athens, OH

Bachelor of Science in Journalism, *Minor in Business Analytics*

- **Recognition:** 2023 E.W. Scripps School of Journalism Director's Service Award, 4x Dean's List Honoree
- **Activities & Involvement:** Fashion/Lifestyle Blogger and Graphic Designer for *HerCampus* and *Variant Magazine*, "Active Minds" Nonprofit Organization President, Phi Sigma Epsilon Honor Society Member