

EMILY SQUANCE

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WORK EXPERIENCE

IMH Fragrance

Social Media Marketing Specialist

Columbus, OH

Jul. 2025 – Present

- Manage 6 brand profiles across Instagram, Facebook, LinkedIn, and TikTok, adjusting strategies in response to trends, algorithms, and performance insights
- Support influencer campaigns by vetting partners, coordinating collaborations, and strengthening long-term relationships
- Deliver monthly reports on social performance metrics, providing data-driven recommendations for optimization
- Executed a 1-month teaser-to-launch social media campaign for two new Michael Malul x Esquire fragrances, gaining 2.3k followers throughout the campaign
- Drove audience growth across brands: +15% Michael Malul IG followers in 5 months, +35% Marley IG followers in 5 months, and +40% Marley TikTok followers/reach in 3 months through content strategies, influencer partnerships, and consistent, real-time engagement with followers

Skincare Anarchy LLC / YUGEN Magazine

Social Media Content Creation Intern

Manhattan, NY

Mar. 2025 – Aug. 2025

- Created content (graphics, photos, and videos) for Instagram and TikTok that align with the brand's voice
- Monitored performance metrics, including likes, shares, comments, and follower growth to inform content strategy
- Kept up with trending hashtags and social media topics to ensure timely and engaging posts
- Collaborated with editorial and creative teams to maintain consistent brand messaging across platforms

Ohio Hotel & Lodging Association

Marketing & Partnership Manager

Columbus, OH

Nov. 2023 – Jul. 2025

- Managed and edited 3 websites and all social media channels, strengthening UX and brand consistency and increasing engagement and follower growth by 80%.
- Crafted and distributed member communications through daily emails and monthly e-newsletters reaching 2000+ partners
- Worked with key partners like Ohio Magazine and Long Weekends Magazine to produce advertising creative assets for marketing initiatives
- Captured professional photos and multimedia content to promote events and raise awareness of key initiatives.

E.W. Scripps School of Journalism

Social Media Storyteller

Athens, OH

Aug. 2022 - May 2023

- Created and posted content across Facebook, Instagram, Twitter, and LinkedIn, increasing alumni and student engagement by 15% within 6 months.
- Conducted 10+ interviews with faculty and students to create original content, including lifestyle-related articles and promotional posts.
- Highlighted 5+ job opportunities and internships weekly, maintaining a consistent posting schedule.

TECHNICAL SKILLS

- Video Editing & Photography: Adobe Premiere Pro, Final Cut Pro, Avid Media Composer, freelance photographer
- Content Management & Design: Wix Website Editor, WordPress, Canva, WebSuite, Flywheel
- Social Media & Marketing Tools: Hootsuite, Constant Contact, Mailchimp, HubSpot

EDUCATION

Ohio University, E.W. Scripps School of Journalism

Bachelor of Science in Journalism

Athens, OH

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