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EMILEE LUPISELLA

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EDUCATION

James Madison University, Harrisonburg, Virginia

Expected December 2025

Junior– BBA Marketing with a concentration in Digital Marketing and European Business

Summer 2024: Studied abroad at the University of Antwerp completing 15 COB hours earning an International Business Certification with a 3.88 GPA

GPA: 3.51– *Awarded Deans list every Semester*

Relevant Coursework: Social Media Marketing, Strategic Internet Marketing, Marketing Management, Marketing Analytics European Integration, Integrative Business: Finance, Operations, Marketing and Management, Managerial Accounting, Financial Accounting, Business Analytics I & II, Integrated Marketing Communications, Professional Selling.

MARKETING/WORK EXPERIENCE

Social Media Marketer, White Oak Lavender Farm & Winery, Harrisonburg VA

August 2024 - Present

- Established the Social Media Marketer role by presenting a strategic plan to ownership. Goal is to drive a 40% increase in social media engagement and a 25% rise in event participation.
- Create and manage content across Instagram, Facebook, and starting TikTok, analyzing performance metrics to refine strategies. Goal is a 15% boost in online sales and a 30% increase in event revenue.

Marketing Assistant/Travel Designer, Worldbound Travel, Ashburn VA

September 2019 - Present

- Collaborated with over 75 couples to design dream honeymoons.
- Engage brides online with a focus on promoting The Fives Hotels & Resorts and helped propel Worldbound Travel to become resorts “#1 Wedding Producer 2022” and “#1 Overall Producer 2023”.
- Entrusted by Vice President of Operation at the Fives Beach Resort to devise a teen program and brought to the resort for a month to oversee and implement the development - launch program and mentored staff to run it.

CAMPUS INVOLVEMENT

Merchandise Director/Assistant PR Director, Alpha Sigma Alpha

November 2023 - Present

- Designed 10+ unique merchandise items and managed a \$750 budget for filming events, generating videos, and organizing photoshoots.
- Developed and executed social media content strategies for Instagram and TikTok, leading a PR committee of 10 members, resulting in a 25% increase in engagement and 40% growth in chapter visibility.

Active Member, American Marketing Association

September 2022 - Present

PROJECTS AND COLLABORATIONS

Fenty Beauty and Fenty Skin — Collaboration

February - April 2024

- Organized a partnership that provided \$2,500 worth of products to gift to sorority members to help develop their marketing skills while promoting Fenty.
- Led a content creation workshop for 75 to teach digital marketing skills including how to produce micro-influencer content through hands-on learning experiences using Fenty products.

Clinique — Collaboration

April 2024

- Enhanced brand awareness through strategic partnership and social media content creation.
- Supplied 300 women Clinique products at an Influential Women's Brunch to help produce engaging TikTok content to highlight this event and the Clinique brand.

Project Director, Battle of the Burn, DECA Project

Sept. 2021 – March 2022

- Raised \$13,000 for Mobile Hope - a non-profit organization that empowers and shelters homeless young adults.
- Provided shelter for 112 young adults as a result of 17 events organized to spread awareness of Mobile Hope.

Awarded First Place overall at Virginia State DECA Conference & Third Place DECA International Conference

Project Director, Acts of One, DECA Project

Sept. 2019 – March 2020

- Advocated for mental health by bringing awareness to 140,000 people worldwide through events and teaming with influencers.

Awarded Third Place overall at Virginia State DECA Conference

Awards; Rumble in Rocktown Sales Competition- 3rd place

IMC Project Awards: 1st place overall, best cover page, best commercial, MVP

Appointed District 10 DECA President for 6 High Schools in Loudoun Virginia

Interests: Fashion, Social Media, Creating Content, Planning Events, Traveling and Cooking