


# EMMA FULLEN

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 @EmmaFullen

 @Emma-fullen614

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## ABOUT ME

I am a detail-oriented journalism student who is passionate about connecting people through knowledge and humanity. Competent, highly driven and a creative problem solver efficient in many capacities. I am always ready to jump into a new challenge and especially enjoy learning new skills.

## CAREER EXPERIENCE

### Ball State PBS

Marketing Intern

Summer 2022

- Given more freedom in addition to previous responsibilities to create and pursue writing, photography and graphic design projects.
- Updated program listings, promotional assets, BSPBS & IPR guides, socials and web.

Marketing Assistant

Jan 2022 - present

- Create, write and schedule out social media posts to promote upcoming programs, events and special offers on schedule.
- Design graphics using Adobe Creative Suite.
- Assemble monthly subscriber magazine with updated program listings, graphics and promotions.

### Byte, Online Pop-Culture Publication

Director of Recruitment and Engagement

Fall 2022

- Leading the organization in its first recruitment endeavors.
- Focus on how to evolve Byte's culture to better welcome and nurture new members.
- Responsible for planning Unified Media Lab networking events for all student journalists.
- Streamlining communication with members and editors on implementing a new outreach program.

Senior Reviews Editor

Fall 2021 - Spring 2022

- Responsible for timely macro-edits and first copy-edits, holding members accountable and organizing group events.
- Responsible for finding appropriate images, creating graphics using InDesign and Photoshop.
- Pitched, reported and wrote for features and reviews.
- Held weekly review section meetings with applicable workshops and discussions about upcoming responsibilities.

## REFERENCES

**Angela Rapp**  
Marketing Mgr.  
IPR & BSPBS

**Lisa Renze-Rhodes**  
Mgr. of Unified Media  
Ball State University

**Kaitlin Henderson**  
Store Mgr.  
Soma Intimates

## EDUCATION

### Ball State University - Muncie, Indiana

Degree expected: Bachelor of Science, May 2023

Major: Journalism / Magazine Media

Minor: Theatre

GPA: 3.664/4.0

## WORK EXPERIENCE

### Contract Employee

July 2021 & July 2022

Central Ohio

Good Guys Car Show Merchandise Dept.

- Assisted with three-day set-up including inventory, organizing, tracking and creating displays of merchandise for customer ease and loss prevention.
- Operated register and assisted large amounts of customers at once over three 10-hour event days.

### Soma Intimates

June 2020 - Jan 2022

Sales Associate - Upper Arlington, Ohio

- Utilized problem solving and active listening skills to ensure customer satisfaction while processing customer transactions, returns and exchanges.

## COMMUNITY INVOLVEMENT

### Second Harvest Food Bank, serving eight counties

- Weekly packing, stocking and being available in any capacity to work toward ending hunger and poverty and promote good health and well-being in the community.

### Minnetrissa Museum and Gardens

- Horticulture team member in the community garden—maintaining fresh fruit, vegetables and herbs to be freely available for those who need it.
- Retail volunteer during large community events.

### Heart of Indiana United Way

- Weekly reading tutor for struggling elem. students.

## ACHIEVEMENTS

### Top Content Creator Award

Presented by the School of Journalism and Strategic Communication for Byte work

### Distinction Scholarship

Awarded by Ball State for all eight semesters

### Teaching English as a Foreign Language Certification

Earned through a 120-hour course on TEFL.org (2021)

### Deans List (Above 3.5 GPA)

Achieved 5/6 completed semesters of college