

EMELY CORTEZ FIGUEROA

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EDUCATION

University of San Francisco, San Francisco, CA

B.S., Business Administration in Marketing

May 2024

- Magna Cum Laude
- *Relevant Coursework:* Honors Quantitative Business Analysis, Honors Principles of Marketing, Applied Business Technology, Digital Marketing, Marketing Research, Entertainment Marketing, Honors Systems in Organizations, Consumer Behavior, Marketing Analytics

WORK EXPERIENCE

San Francisco Giants, San Francisco, CA

March 2024 - Present

Social Media Intern

- Assisting with bilingual in-game coverage on Instagram, X, Threads, and Facebook for both @SFGiants and @SFGigantes using DIAMOND, Sportybot, and Slate filters.
- Creating compelling and engaging content for @OraclePark Instagram, Facebook, and X to engage the non-baseball fanbase.
- Managing the multimedia content library and music rights program that is shared with members of the @SFGiants social media team.
- Monitoring social media trends for sports and non-sports-related content and contribute to a weekly share-out to the @SFGiants social media team.

USF Athletics Department, San Francisco, CA

Student Graphic Designer

June 2023 - May 2024

- Designed over 20 captivating visual assets, including social media content, email banners, and posters using Adobe Creative Suite leveraging the established brand for USF Dons Athletics.
- Captured and edited promotional photographs during media day to integrate them into marketing assets for external audiences.
- Collaborated with the Assistant Athletics Director for Marketing and Gameday Managers to strengthen the overall branding strategy.
- Actively participated in weekly strategy meetings to increase event turnout using graphics around campus.

USF Career Services Center, San Francisco, CA

Social Media Assistant

August 2022 - June 2023

- Achieved a 24% increase in engagement and a 64.88% rise in impressions on the @usfcareer Instagram page.
- Developed and executed a new marketing strategy focused on enhancing engagement, reach, and relatability for over 6,000 undergraduate and graduate USF students.
- Created and managed a content calendar for Instagram through Notion and Hootsuite for consistent publishing.
- Conducted market research to stay abreast of social media trends to create relevant and engaging visual content using Canva and Adobe Illustrator.

CERTIFICATIONS

Social Media Marketing, *Hubspot* - Nov 2022

Essential Skills for Social Media Managers, *LinkedIn Learning* - May 2023

SKILLS

- Fluent in Spanish
- Proficient in Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Adobe Premiere Pro
- Proficient in Google Suite, Microsoft Office, Trello, Slack, Notion
- Proficient in Social Media platforms (Instagram, LinkedIn, TikTok, Threads, Facebook, X, Meta Business Suite)