

EMELY ROMO

New York, NY | emelyromo02@gmail.com | (469) 816-6073

SKILLS

Spanish		Adobe Creative Cloud	
Brief/Script Writing		Slack/Teams/Asana	
Motion Reporting		Copywriting	
Canva Pro		Content Creation	



Scan for portfolio

EDUCATION

The University of Texas at Austin

BS in Advertising - Business Minor

BA in Mexican American and Latina/o Studies

RELEVANT EXPERIENCE

Creative Strategist

June, 2024 - Present

HYPE10 Agency, New York, NY

- Manage 5 accounts' creative strategy at a time for paid social channels
 - Current Clients: Legendairy Milk, Clean Beauty, WonderCow, AAVRANI, bmiMD
 - Past Clients: Caswell-Massey, While on Earth, SiO Beauty, Naturealm
- Craft MoM reports detailing creative insights based on key metrics (ROAS, CTR, CPA, and Thumbstop)
- Draft monthly creative roadmaps based on TOF/BOF strategy, competitors' live ads, and top performers
- Analyze competitors' performance creative, and build inspiration boards to inform future tests
- Leverage ChatGPT to write a minimum of 8 monthly scripts/creative briefs per client
- Collaborate with designers and UGC creators to produce high-quality assets with a 72-hour turnaround
- Lead weekly meetings with clients and paid team members to align on creative performance and establish new goals and executions

Festival Marketing Intern

September, 2023 - December, 2023

C3 Presents, Austin, TX

- Created and presented a marketing pitch for a potential new festival including branding, demographic research, paid and owned social content ideas, influencer strategy, sponsorships, and a media budget
- Drafted copy, researched influencers to collab with, and drafted social content ideas for various festivals
- Captured content onsite for Austin City Limits and Austin Food & Wine that was posted the same day

Strategy Intern

June, 2023 - August, 2023

Ogilvy, New York, NY

- Won first place in Ogilvy US' Intern Project Contest working as a strategist and copywriter
- Worked on the Verizon B2B account for all social channels in their business and front-line sectors
- Drafted content calendars, creative briefs, moment mapping decks, and insights based on current trends
- Attended client meetings and live-pitched to Citizens Bank clients for Intern Project Contest

ACHIEVEMENTS + CERTIFICATES

HubSpot x LinkedIn Ambassador Program

May, 2024

- Completed HubSpot's 8-week program on running a B2B paid LinkedIn campaign

Google Analytics Certificate

March, 2024

- Completed the *Get Started Using Google Analytics* course by Google's Digital Academy

Photoshop 2022 Essential Training

November, 2022

- Completed the Photoshop 2022 Essential Training certificate through LinkedIn Learning.

McCombs International MKT Barcelona Maymester

May, 2022 - June, 2022

- Studied international consumer behavior abroad in Barcelona, Spain.