

EMILY SCHWARTZ

emschw@umich.edu • linkedin.com/in/emilyaschwartz • emilyaschwartz.com
New York, NY 10002 • (224) 420-6399

EDUCATION

University of Michigan–Ann Arbor, Ann Arbor, MI

Double Major: B.A. in Communications & Media, B.A. in Psychology

Honors & Awards: 2025 Graduate with distinction, LSA Honors Program Sophomore Honors Award with Distinction

University of Michigan Center for Digital Studies – Certificate in Digital Marketing

WORK EXPERIENCE

Krupa Consulting, *Graduate Public Relations Intern*, New York, NY

September 2025–Present

- Manage quarterly reports and KPI tracking for twelve mission-driven clients across home & hospitality and lifestyle & wellness verticals, ensuring accurate campaign performance tracking and informing strategic recommendations
- Coordinate and execute comprehensive press and influencer outreach, communicating with high-profile media contacts, coordinating media placements and tracking client coverage across print, digital and social media platforms
- Assist in planning and execution of client events and brand partnerships, maximizing brand awareness and engagement

Sixième Son, *Account Coordinator*, New York, NY (Remote)

June 2024–August 2024

- Collaborated directly with clients to tailor audio branding solutions, ensuring alignment with brand identity
- Created and presented strategic slide decks promoting audio branding initiatives and capabilities, tailoring content to align with client-specific objectives and effectively enhancing client engagement, communication and connection
- Spearheaded detailed competitive and SWOT analyses to inform strategy development for ten high-profile clients including Yves Saint Laurent (YSL), Maybelline, US Open, Optum Health, Hyundai and Giorgio Armani

Supernatural Hair Care, *Media Planner & Graphic Designer*, Detroit, MI

August 2023–December 2023

- Won Ross School of Business competition; successfully implemented and executed 4-month long campaign
- Worked with student-formed marketing group and communicated directly with brand's CEO to develop comprehensive marketing campaign aimed to effectively promote brand growth and development for local small business beauty brand
- Developed strategic budget allocation and media channel recommendations in order to maximize campaign reach
- Created strategic brand assets, including 4 months of social media deliverables, short-form video & influencer content, a full product photoshoot, and a fully redesigned line of packaging

Advantage Marketing, *Marketing Coordinator*, Chicago, IL

May 2023–August 2023

- Conducted in-depth market research to identify emerging trends and target audience preferences; analyzed data to develop tailored marketing strategies for five multisector key clients including travel, apparel, sports and CPG brands
- Created engaging social media content and managed comprehensive content calendars for clients' social platforms
- Assisted in maintaining positive client relationships by responding to inquiries, addressing concerns and building trust

ACTIVITIES

The Michigan Daily, *Illustrator*, Ann Arbor, MI

February 2022–May 2025

- Crafted twice-weekly unique, custom illustrations relating to pieces published in the Michigan Daily
- Collaborated with editors and writers to create high-quality final products tailored to each individual story

Michigan Arts Ambassadors, *Social Media & Marketing Representative*, Ann Arbor, MI

January 2023–May 2025

- Developed and implemented initiatives and campaigns to increase student awareness of the arts on campus

SKILLS & INTERESTS

- *Business & Marketing Tools:* Google Ads & Analytics (certified), Shopify, Nielsen, Muckrack, Microsoft Office Suite
- *Creative & Design Tools:* Adobe Creative Cloud, Canva, Procreate, Wix
- *Language Skills:* Working proficiency in Spanish
- *Hobbies:* Oil painting, mixed media collage, flea market wandering, making (102) Spotify playlists