





# EMILY ACKER

## CONTACT

 Lincoln, Nebraska

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## EDUCATION

University of Nebraska- Lincoln  
Aug. 2018- May 2021

Bachelor of Journalism

- Major: Advertising and Public Relations
- Minor: Textiles, Merchandising and Fashion Design

## SKILLS

### Technical

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere
- Social media platforms
- WIX, Squarespace, HTML
- iMovie

### Personal

Accountable, Positive, Organized,  
Empathetic, Responsible, Detail-Oriented

## WORK EXPERIENCE

Kerrtas Marketing - Designer:  
September 2020-Present

- Work to build a cohesive brand image.
- Design promotional items.

Gamma Phi Beta - Social Media Chairwoman:  
December 2019-December 2020

- Create and manage social media posts and stories across multiple platforms.
- Manage and update the website.
- View insights to maximize engagement
- Manage a committee to maximize productivity.

Academy Lincoln - Community Assistant:  
December 2019- August 2020

- Make promotional social media posts.
- Call and email prospective residents.
- Conduct tours of the property.
- Participate in the planning and execution of community events.

## COURSE EXPERIENCE

Account Planning:

Researched, planned, and created an IMC Campaign focusing on strategy and planning.

Strategic Writing:

Wrote various different strategic deliverables as well as an IMC plan for a local business.

Design and Layout:

Developed strategies and designed advertisements for various different medias.