

# Emma Pegler

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## EDUCATION

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**Texas Christian University (TCU)** – Bob Schieffer College of Communication  
*Bachelor of Science in Strategic Communication* Fort Worth, TX  
*Minors in Criminal Justice and Sustainability* Aug. 2019 – May 2023  
TCU Semester Abroad, Rome, Italy Jan. 2022 – May 2022  
GPA: 3.8

## HONORS AND AWARDS

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**Academic Merit Scholarship Award:** Fall 2019 – Present  
**Dean's List (3.75+ GPA):** Fall 2019 – Present  
**TCU Scholar (4.0 GPA):** Fall 2020 – Spring 2021

## WORK EXPERIENCE

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**PAVLOV Agency** Fort Worth, TX  
*PR and Social Media Intern* June 2022 – May 2023

- Created result recaps of our client's PR placements in media outlets
- Drafted press releases and social media posts to boost engagement, paying close attention to detail
- Inputted events to relevant media calendars to increase our clients' reach and PR exposure

**Ampersand Cafe** Fort Worth, TX  
*Barista* Aug. 2022 – April 2023

- Worked well with my team in a fast-paced, high stress environment
- Provided quality customer service by greeting customers and preparing drinks

**Marketing Internship at John Cabot University** Rome, Italy  
*Marketing Intern* Jan. 2022 – May 2022

- Created relevant, engaging content for the university's website in blog posts
- Used up-to-date trends to increase student engagement in social media posts
- Improved the legibility and visual design of the university's brochure

## CAMPUS INVOLVEMENT

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**Student Government (SGA) Marketing Committee** Fort Worth, TX  
*Member* Sep. 2021 – Dec. 2021

- Pitched and brainstormed marketing ideas and designs
- Designed and distributed promotional materials for events, earning "Team Member of the Semester"

**Alpha Omicron Pi** Fort Worth, TX  
*Social Chairman* Nov. 2019 – April 2020

- Promoted and orchestrated an event for 140 people
- Contacted venues and vendors (e.g., photographer, bus, DJ) and fit pricing within limited budget

## RELEVANT COURSES

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Creative Strategy, Strategic Writing, Campaigns, Channel Planning, Writing Across the Media, Research, Advertising, Design, Public Relations, Newswriting and Copyediting, Ethics

## SKILLS

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Fluent in French | Excel | AP Style | Basic SEO | Microsoft Office Suite | Adobe Creative Suite (Photoshop, InDesign) | WordPress | Social Media Marketing | Analysis of Digital Media Metrics and KPIs (basic level) | Syndicated Data Analysis Software (MRI Simmons, Mintel) | Media Planning & Buying Simulator