

EMILY F. NORMAN

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SUMMARY

Media and Journalism student with a foundation in advertising, public relations writing, visual design, and multimedia communication. Skilled at creating strategic materials, from writing pieces to digital content, that strengthen organizational messaging and community engagement. Committed to producing inclusive, well-researched communications that support mission-driven organizations and elevate audience connection.

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC May 2027

Media and Journalism, B.A.; Economics minor

- GPA 3.638
- Spring 2024, Fall 2025 Dean's List

EXPERIENCE

GiGi's Playhouse Raleigh – Cary, NC August 2025 - December 2025

Public Relations Student Intern

- Created a variety of media kit materials including news releases, facts sheets, public service announcements, direct mail letters, and speeches, and brochures to enhance GiGi's Playhouse Raleigh's communication initiatives and community impact.
- Conducted a comprehensive communication audit and SWOT analysis on GiGi's Playhouse Raleigh's primary communication channels to evaluate and improve the organization's reach.

Carolina Athletics – Chapel Hill, NC October 2024 - May 2025

Student Volunteer

- Collaborated with Carolina Athletics Staff to support and implement student engagement efforts at a variety of athletic events, including baseball, soccer, and field hockey.
- Engaged directly with fans during halftime and time-outs, assisting with interactive activities that enhanced the overall game-day atmosphere.

Quail Hollow Country Club – Charlotte, NC May 2024 - August 2024

Food and Beverage Server

- Served hundreds of members weekly with efficiency and attentiveness, ensuring high satisfaction and engagement
- Worked with general managers, head chefs, and 15+ staff to plan themed events such as Carnival days and July 4th celebrations, drawing hundreds of attendees and positive member feedback
- Developed promotional materials and special menus to advertise events, boosting visibility and ensuring consistently successful member experiences

Queens Road Dentistry – Charlotte, NC June 2022 - August 2022

Office Intern

- Coordinated scheduling, patient records, and high call volumes with a team of 3 staff members, streamlining workflows for the office and improving efficiency
- Addressed scheduling conflicts and inquiries for 30+ patients daily, maintaining high levels of satisfaction and loyalty

LEADERSHIP AND COMMUNITY INVOLVEMENT

Business Cares Club – Chapel Hill, NC August 2023 - Present

Member

- Organized 7 successful fundraising events (Yopo, Epic Hire, Cat Tails, March Madness, T-shirt, and Compass Center) engaging 30+ peers in planning, raising funds, and collecting hundreds of pounds of donations for the community
- Guided volunteer initiatives such as campus clean-ups and animal shelter work, improving local community spaces and boosting animal welfare support

Puppies at Carolina Club – Chapel Hill, NC August 2024 - Present

Marketing Committee

- Designed posters and digital promotional materials and secured sponsorships with companies such as Starbucks, Spring Haven, and Mad Popper, ultimately surpassing event turnout goals

- Partnered with Saving Grace to host adoption-focused fundraisers to raise awareness and generate resources for local animal rescue efforts

HYPE Tutoring – Chapel Hill, NC

January 2024 - April 2024

Volunteer

- Tutored 15-20 elementary students weekly at RENA Community Center, assisting with homework and lessons across multiple subjects to improve grades and study habits
- Kept students engaged through encouragement and interactive approaches, helping them build confidence that translated into greater classroom participation

ADDITIONAL INFORMATION

- Skilled in video editing (Adobe Premiere Pro), visual design (Adobe Photoshop), website coding (Atom AI)