

EMILY WEST

+405-642-1065 | emilybrookewest@gmail.com | Visit my portfolio: duestcollective.com
Currently based in Austin, TX, willing to relocate.

KEY COMPETENCIES

Event Planning
Retail Displays
Relationship Development

Content Development
Merchandising
Graphic Design

Social Media Management
Communication
Operations Management

Team leadership
Content Strategy
Strategic Planning

EXPERIENCE

REGIONAL LEAD

DEC 2025 - PRESENT

101 Media, *Austinites101 + San Antonians101*

- Spearheaded the strategic launch of San Antonians101, establishing a local brand identity.
- Direct content strategy and brand operations for both Austin and San Antonio markets, ensuring cross-city synergy while maintaining distinct local relevance.
- Continued content execution while taking on role of regional oversight, developing high-level content calendars and growth roadmaps that align with 101 Media's expansion goals.

CONTENT COORDINATOR

JULY 2024 - PRESENT

101 Media, *Austinites101*

- Plan, conceptualize, and shoot high-quality content that resonates with target audience and reflects the brand.
- Curate and optimize Instagram & TikTok accounts, ensuring a cohesive aesthetic, engaging content strategy, and consistent visual storytelling.
- Actively manage direct messages, build meaningful connections with followers, and foster an interactive and responsive online community.

CONTENT AND BRANDING ASSISTANT (FREELANCE)

JULY 2023 - JULY 2024

Madeline Marie

- Developed and executed social launch strategy for new collections and product launches.
- Produced styling portfolios and curated mood boards to showcase creative direction and partnership opportunities.
- Created original photo and video assets to elevate brand identity and showcase products on Instagram, TikTok, and website.

MARKETING COORDINATOR INTERN

DEC 2021 - JULY 2024

Mortgage Connect Risk Solutions, *formerly ADFITECH*

- Supported event planning by assisting with room layouts, decor, and personalized conference materials.
- Assisted in corporate event planning. Researched local venues, secured reservations, and supported event logistics and troubleshooting.
- Curated portfolios of rental venues outlining location details, room amenities, guest capacity, pricing tiers, and catering options.

EDUCATION

OKLAHOMA STATE UNIVERSITY

MAY 2024

Masters of Mass Communications, Concentration in Brand Communication

OKLAHOMA STATE UNIVERSITY

MAY 2022

Bachelor of Strategic Communications, Minor in Fashion Merchandising