

# Emma Cailene

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## QUALIFICATIONS

- Exemplary skills in photography, videography, writing, graphic design, website management, and marketing strategy as Social Media and Marketing Assistant
- Internship experience with Summer 2025 4-H Food Preservation and Cultural and Ethnic Foods Program with CSU Extension resulting in high quality videos utilized in national 4-H training curriculum
- Outstanding research skills, detail-orientation, and collaboration as demonstrated by experience as Communications Strategist and Researcher for ISAAC of Northern Colorado
- Excellent communication and leadership skills due to roles as Chairperson and Secretary at Student Legal Services Advisory Board, Teaching Assistant, Volunteer Podcast Producer, Volunteer Cultural Mentor, and Volunteer at the Poudre Library District
- Proficiency with Microsoft Office Suite, Canva, Venngage, and Adobe Creative Suite including Premiere Pro, Lightroom, Photoshop, and Audition

## EDUCATION

### **Master of Communications and Media Management**

Colorado State University, Fort Collins, Colorado

Expected December 2027

**GPA: 4.00**

### **Bachelor of Arts in English**

Colorado State University, Fort Collins, Colorado

December 2024

**GPA: 4.00**

### **Minor in Business Administration**

Colorado State University, Fort Collins, Colorado

### **Certificate of Business Specialization**

Front Range Community College, Fort Collins, Colorado

May 2021

## SOCIAL AND DIGITAL MEDIA WORK EXPERIENCE

### **Social Media and Marketing Assistant, CSU Transportation**

Colorado State University, Fort Collins, CO

July 2025 – Present

- Create social media content including photos, short-form videos, long-form videos, and graphics for Instagram, TikTok, LinkedIn, and Facebook
- Produce videos, including researching, writing scripts, interviewing, directing, filming, and editing in Premiere Pro
- Photograph subjects for use on social media platforms, website, and articles
- Analyze data, identify patterns, and observe trends to maximize impressions and engagement with target audience
- Write articles and take photos for CSU SOURCE, including two articles that were highlighted by Colorado State University in “News You Can Use” for Fall 2025 semester
- Edit CSU Transportation and Fleet Commander websites to update information and improve usability and accessibility
- Strategize university-wide Mode-Split Survey dissemination, including outreach channels, messaging, incentives, and tabling
- Plan Mode-Split Survey Presentation event by coordinating location, managing communications, scheduling, and arranging food
- Arrange collaborations with on-campus and external businesses for mutual benefit

### **Intern, 4-H Food Preservation and Cultural and Ethnic Foods Program, CSU Extension**

Colorado State University, Fort Collins, CO

May 2025 – August 2025

- Create videos for national 4-H curriculum that engage children and young adults while educating them about food preservation and safety
- Utilize graphic design skills in Canva and Venngage while redesigning and updating the 4-H Foods and Nutrition manuals to improve accessibility and enhance interest
- Write stories highlighting various cultural foods while interviewing people within the culture
- Collaborate with mentors in all steps of the video creation process, including research, brainstorming, scriptwriting, storyboarding, shooting, and editing in Premiere Pro

## **Graduate Assistant and Office Assistant at Student Legal Services**

August 2021 – January 2025

Colorado State University, Fort Collins, CO

- Promoted to Graduate Assistant to reflect increased responsibilities in social media and project management
- Managed social media account, collected and interpreted analytics, and created social media content with Canva, including Instagram posts and informational graphics which are displayed throughout the Lory Student Center, as well as the Career Center and Black African American Cultural Center
- Demonstrated utmost professionalism in a fast-paced, high-pressure environment by answering questions for students in crisis via written communication, phone calls, and in-person consultations
- Collaborated with a team of attorneys to provide exceptional legal counsel to college students while modeling a calm demeanor in high-pressure situations
- Onboarded two professional staff attorneys and four student employees by teaching them customer service specific to the office, campus resources, policies, and the legal intricacies of working within the CSU system

## **COMMUNITY ENGAGEMENT AND LEADERSHIP EXPERIENCE**

### **Podcast Producer, KCSU**

November 2025 – Present

Colorado State University, Fort Collins, CO

- Produce podcasts and public service announcements that air on KCSU's 90.5 FM radio station
- Direct every stage of podcast production, including research, writing scripts, interviewing guests, recording, and editing podcasts using Adobe Audition

### **Chairperson and Secretary, Student Legal Services Advisory Board**

August 2022 – October 2024

Colorado State University, Fort Collins, CO

- Unanimously elected to position of Chairperson due to leadership, professionalism, and dedication to serving students
- Previously elected to position of Secretary due to detail-orientation, exceptional writing ability, and copywriting skills

### **Volunteer Cultural Mentor, Colorado State University, Fort Collins, CO**

August 2022 – August 2023

- Facilitated multicultural discussions among newly arrived international students to welcome and orient them

### **Teaching Assistant, Senior Capstone Course, Colorado State University, Fort Collins, CO**

January 2023 – May 2023

- Facilitated small group discussions, taught a lesson, graded assignments, and contributed insights throughout the course

### **Customer Service Volunteer, Poudre Library District, Fort Collins, CO**

July 2018 – June 2023

- Communicated with children and adults during the Summer Reading Challenges in an interactive and engaging manner

## **SELECTED AWARDS & ACCOMPLISHMENTS**

- PEO S.T.A.R. Scholar
- Honors Scholarship
- Fort Collins Rotary Club Scholarship
- Charmayne Gooch Art Scholarship
- Linda Norton Good Neighbor Scholarship
- Harry and Mabel Bolan Scholarship
- William J Blair Scholarship
- Agnes Benedict Literary Scholarship