

Emily Woodard

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EDUCATION

University of Arizona, Eller College of Management

Tucson, AZ

- **Postgraduate Degree:** Master's in Marketing (GPA: 3.9) | 2021
- **Undergraduate Degree:** Bachelor of Science in Business Administration- Business Management | 2020

WORK & LEADERSHIP EXPERIENCE

eegee's

Scottsdale, AZ

Senior Director of Marketing

Jan 2024 - Present

Marketing Manager, Brand & Loyalty

Jan 2023 - Jan 2024

Marketing Coordinator

May 2021- Jan 2023

Marketing Assistant

Sept 2020 - May 2021

- Lead and develop a comprehensive marketing strategy to increase brand awareness and revenue through product innovation, competitive pricing, creative omnichannel campaigns, and brand partnerships
- Contribute to senior leadership team, develop marketing team, and partner with cross-functional teams
- Oversee Rewards program, mobile app, and brand promotional strategy, enhancing engagement and frequency through targeted communications and offers (470k+ Rewards members)
- Create and lead product lifecycle strategies for LTOs and key brand initiatives
- Develop local store marketing program - toolkit, advertising, partnerships, and fundraising
- Oversee traditional media, public relations, digital advertising, social media and creative strategy
- Manage POS and online ordering platforms - develop strategy, testing, and training communications
- Analyze campaign performance and customer insights to guide strategic decisions

Wildjoy

Tucson, AZ

Marketing Intern

Summer 2020

- Curated engaging content to increase brand awareness and highlight Arizona tourism and recreation
- Analyzed trends and conducted regional audits for future campaigns

ZonaZoo Crew- The University of Arizona

Tucson, AZ

Director of Marketing & Branding

May 2019- 2020

Branding Chair

May 2018-2019

Community Outreach Spring Fling Chair

May 2017-2018

- Managed Marketing team of 6 members and coordinated marketing campaigns and events with Arizona Athletics and Associated Students of the University of Arizona (ASUA)
- Designed and ordered giveaways for the student section of 6,000 members to drive attendance and sales
- Oversaw ZonaZoo's social media strategy to increase engagement and attendance (100k+ followers)

MGM Resorts International

Oxon Hill, MD

Hotel Operations Intern

Summer 2019

- Gained operational knowledge through rotating through the Front Desk, Housekeeping, Sales & Catering, Spa, Human Resources, and Guest Experience departments
- Conducted market research surrounding implementing a mobile check-in technology and presented Capstone Project findings to hotel's leadership team

University Tees

Tucson, AZ

Campus Manager

Jan 2019- May 2020

- Expanded client base and maximized sales through providing a personalized client experience and acted as a liaison between corporate designers and client (Over \$40,000 in lifetime sales)

SKILLS & ACTIVITIES

Skills: Tableau, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom), Microsoft Office, Google Suite, Inbound Marketing Certificate HubSpot, Smartsheets, Qu POS, OLO, Punchh University, Photography

Activities: Chi Omega Fraternity, Environmental Conservation in Costa Rica, Travel