

# Emilia Burke Armengol

+1 (786) 956-6551 | emiliaburkea@gmail.com | Chicago, IL | linkedin.com/in/emilia-burke

## EDUCATION

8/2020 - 5/2025

### SIMMONS UNIVERSITY

Boston, MA

Bachelor of Science in Business Administration, Marketing Major

## WORK

### EXPERIENCE

5/2024 - Present

### HOLY TRINITY HIGH SCHOOL

Chicago, IL

#### - *Marketing and Communications Manager*

- Executed targeted email marketing campaigns using Mailchimp; created bilingual content and managed a content calendar to ensure consistent social engagement.
- Exceeded Fall enrollment goal; expanded engagement with diverse, bilingual communities.
- Assisted with event promotion and branding initiatives to increase school visibility across Chicago.

1/2024 - 5/2025

### SIMMONS UNIVERSITY

Boston, MA

#### - *Ifill School Undergraduate Executive Office Assistant - Work Study*

- Tasked with enhancing the operational efficiency of the Ifill School office.
- Supported professors and faculty by managing administrative tasks, scheduling speaker panels, and overseeing internal and external communications.
- Improved scheduling efficiency and maintained timely communications across departments.
- Led the dean's social media rebrand, encompassing strategy, creative direction, and implementation.
- Increased social media engagement by 30% through consistent branding and audience targeting.

12/2021 - 1/2024

### HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH

Boston, MA

#### - *Marketing and Communications - Work Study*

- Orchestrated the modernization of the department's digital presence resulting in improved outreach.
- Collaborated on the department's website redesign to improve navigation and engagement.
- Designed and executed email campaigns and presentations aligned with strategic messaging.
- Enhanced user experience and audience engagement; contributed to increased event attendance by 63%.
- Maintained and cleaned CRM databases, compiling strategic invite lists for Harvard events.

Summer - 2023

Spring - 2025

### SOL ORGANICA (*SOL SIMPLE*) Certified B-Corp®

Nicaragua / Chicago

*Regenerative Organic Certified® fruit value chain designer and manufacturer of purees & dried fruit*

#### - *Marketing Analyst*

- Needed to expand customer base and improve CRM functionality for B2B marketing.
- Researched smoothie and bowl shops in the U.S. and Europe; developed a lead-ranking system for outreach.
- Improved efficiency in targeting top potential clients; facilitated successful sales matchmaking.
- Captured high quality leads at trade shows; scrubbed contacts in Hubspot CRM; supported sales follow-up.

Summer - 2023

### ALL TERRAIN

Chicago, IL

*Experiential marketing firm leading the way in designing digital platforms, events, and campaigns*

#### - *Social Media Intern*

- The company sought to optimize future event strategies for high-profile clients.
- Conducted post-event analysis of Nike Block Party activation; identified key lessons learned.
- Provided insights that informed planning and execution of future experiential campaigns.
- Supported brand awareness efforts through content development and social media engagement strategies.

Summer - 2022

### ENVOY GLOBAL

Chicago, IL

*Global immigration and naturalization service empowering companies to hire the best talent*

#### - *Human Resources Intern*

- Improve employee engagement and organizational support within HR.
- Orchestrated team-building events and employee surveys; promoted DEI initiatives.
- Strengthened employee morale and cohesion.
- Provided administrative support by managing communications, scheduling, and file organization.

## SKILLS /

### INTERESTS

**Computer:** Proficient in MS Suite, Canva, Social Media (Facebook, Instagram, Twitter), RStudio, Hubspot.

**Languages:** Native speaker of Spanish, with proficiency in both written and oral communication.

**Interests:** Member American Marketing Association Club; Yoga; Avid reader, runner, skier.