

# Emma Gray

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## EDUCATION

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### University of Georgia

*Bachelor of Arts, Advertising*

Fashion Merchandising Minor

Athens, GA

May 2027

GPA: 3.51/4.00

## RELEVANT COURSEWORK

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Graphic Communications, Media Planning, Editing and Production, Marketing Strategies and Decision Making, Advertising Research and Analytics, Web Programming

## RELEVANT EXPERIENCE

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### Classic City Consultants

*Social Media Chair*

Athens, GA

September 2025 - Present

- Executed targeted advertising and leveraged data-driven insights to manage digital content highlighting AMA at UGA's Client Team Program and boost content engagement.
- Curated a library of branded social media templates and content drafts, streamlined posting, improved consistency, and prepared for upcoming events.

### Mess Hall Truck Shop

*Fall Marketing Internship*

Athens, GA

September 2025 - November 2025

- Spearheaded a comprehensive marketing campaign alongside a 4-person team, expanding social media reach and coordinating campus pop-ups that boosted gross sales by 2,165% compared to prior events.
- Generated a 1,561% increase in accounts reached, 1,766% increase in interactions, and a 133% follower growth over 25 days through performance optimized content using Canva and Instagram analytics.
- Designed 5+ branded digital assets, including flyers, Instagram stories, and event graphics for collaborations to ensure visual consistency across all campaign touchpoints.

### Cannes Lions Festival

*Student Attendee*

Cannes, France

June 2025

- Immersed in the Cannes Lions International Festival of Creativity on a study abroad program, engaging with a global event that brings together 15,000+ industry leaders and showcased thousands of award-winning campaigns, expanding understanding of global advertising strategy and creative innovation.
- Participated in conversation with 30+ professionals from top agencies, brands, and media companies to deepen understanding of career pathways in advertising and creative industries.
- Evaluated 50+ award-winning campaigns by assessing storytelling techniques, cultural relevance, and strategic brand positioning.

## ADDITIONAL EXPERIENCE

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### Vestique

*Seasonal Sales Associate*

Winston-Salem, NC

December 2023 - Present

- Advised shoppers on personalized product recommendations to improve the in-store experience.
- Executed floor sets and maintained visual brand standards to support merchandising goals.
- Trained 4 new team members to achieve daily sales objectives and maintain high customer satisfaction standards.

## INVOLVEMENT EXPERIENCE

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### American Marketing Association at UGA, *Essential Member*

September 2025 - Present

- Strengthened professional communication and networking skills by engaging with industry professionals and peers at general body meetings and events.

### Phi Mu Fraternity, *General Member*

August 2023 - Present

- Engaged in philanthropic events, leadership development, and community building activities that foster collaboration, time management, and a strong sense of responsibility.