

# EMMA BARNHOUSE

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## MARKETING AND PR PROFESSIONAL

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### CONTACT

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417-631-3502

Emmabarnhouse@gmail.com

www.emmabarnhouse.com

### SKILLS

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Platform expertise

Content creation

Analytics

Communication

Creativity

Strategic thinking

### EDUCATION

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Abilene Christian University

**2018-2022**

BS in Communications,

Corporate & Nonprofit

Johns Hopkins University

**2024-2025**

MA in Communication, PR &

Media Relations

### PROFILE

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Marketing leader with proven history of enhancing corporate marketability through progressive electronic marketing tools and effective corporate messaging. Skilled in motivating teams to conceptualize and develop high-performing campaigns.

### EXPERIENCE

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#### Director of Operations

*MODUS OPUS LLC, Remote, USA | March 2024 – Current*

- Increased client satisfaction by 20% through implementing streamlined project management practices, resulting in a 15% increase in repeat business
- Developed and executed PR strategies that boosted brand visibility by 30%, contributing to a 25% growth in new client acquisition.
- Spearheaded process improvements that reduced project turnaround time by 10%, enhancing efficiency and profitability.

#### Manager of Marketing and Communications

*The DEC Network, Dallas, TX | January 2024 - March 2024*

- Successfully launched a 3-year marketing strategy that projected a 35% increase in brand engagement across digital platforms.
- Implemented Salesforce as a CRM tool, increasing lead conversion rates by 25% within the first quarter.
- Designed and developed brand identity packages for affiliate organizations, resulting in a 40% improvement in brand consistency.

#### Event & Marketing Coordinator

*The DEC Network, Dallas, TX | June 2022 - March 2024*

- Coordinated and executed over 50 community events, including Dallas Startup Week, driving attendance of over 6,000 participants annually.
- Managed the production of 9 signature events, achieving a 15% increase in media coverage and a 20% increase in attendee satisfaction.
- Optimized social media strategies, resulting in a 25% increase in follower engagement and a 10% increase in newsletter open rates.