

Emma Barnhouse

MARKETING AND COMMUNICATIONS PROFESSIONAL

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Dynamic marketing and communications professional with a track record of driving engagement, growing brand presence, and delivering measurable results. Published researcher skilled in content creation, team leadership, and integrated campaigns. Combines creativity with data-driven insights to fuel business success.

SKILLS AND EXPERIENCE

Professional Skills: Graphic Design, Marketing Analytics, Web & Content Strategy, Event Management

Tactical Skills: Creative Thinking, Interpersonal Communication, Strategic Thinking

Director - Marketing & Communications *LeadWell Advisory Partners, Remote | May 2025– Current*

- Developed and implemented digital strategies for 8 clients across a variety of industries, including social and digital media, email campaigning, and targeted marketing
- Conducted 200+ client and employee sentiment interviews, used to develop communications plan to improve company culture and client retention.
- Maintained and elevated the brand presence across web and print platforms for both the organization and affiliated ventures.

Director - Operations *MODUS OPUS, LLC., Remote | March 2024– May 2025 (Acquired by LeadWell Advisory Partners)*

- Oversaw go-to-market timelines for proprietary tech products, improving client onboarding speed and increasing efficiency by 20%.
- Managed a portfolio of 12+ active clients, delivering end-to-end marketing services including brand development, web design, and strategic content.
- Initiated operational improvements that reduced turnaround times by 10%, boosting team productivity and profitability by 25%.

Manager - Marketing & Communications *The DEC Network, Dallas, TX | December 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.

Coordinator - Event & Marketing *The DEC Network, Dallas, TX | June 2022 - December 2023*

- 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.

EDUCATION

Abilene Christian University **2018-2022**; BS in Communications, Corporate & Nonprofit

Johns Hopkins University **2024-2026**; MA in Communication, PR & Media Relations