

Emery Pettie

Auburn, AL

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EDUCATION

Auburn University – College of Liberal Arts
Bachelor of Arts in Public Relations
December 2026

Auburn, AL

- Relevant Coursework: Case Studies & Ethics in Public Relations, Multimedia Writing for Public Relations, Style & Design in Public Relations, Strategic Communications in Public Relations, Sports & Public Relations

EXPERIENCE & INVOLVEMENT

Director of Publicity

April 2024 – April 2025

Auburn University Dance Marathon

- Directed publicity efforts for a student organization raising over \$300,000 annually for Children Miracle Network Hospitals, overseeing graphics, photography, videography, merchandise and promotional campaigns.
- Created compelling content using Canva and Adobe Creative Suite.
- Coordinated with the Vice President to ensure clear communication of the organization's goals, aligning messaging across social, print and on-campus media.
- Cultivated a collaborative, deadline-driven team environment to maximize productivity.
- Executed publicity strategy for Main Event, supporting record-breaking fundraising through coordinated content and promotion.

Account Manager

January 2025 – December 2025

The Oaks Agency – Student-Run PR Firm

- Served as the main point of contact for our client, Auburn Army ROTC, overseeing all communications and marketing deliverables.
- Assisted in creating social media content, such as photos, graphics and videos, for various platforms including Instagram, Facebook and LinkedIn.
- Coordinated project timelines and deliverables with cross-functional student teams, ensuring all deadlines and client expectations are met.
- Delivered campaign strategies and performance insights to the client, reinforcing transparency and measurable results.

Social Media/Marketing Director

September 2025 – January 2026

Bunkers – Auburn, AL

- Managed and grew the brand's social media presence across multiple platforms, creating engaging content that aligned with the venue's voice and audience.
- Captured and produced all photography and videography content, ensuring consistent visual storytelling that enhanced brand recognition.
- Designed and implemented a new brand kit to unify digital and on-site marketing materials.
- Developed content and promotional campaigns for events, including a new stage launch, using analytics and audience insights to drive attendance.
- Assisted management with event planning by coordinating logistics to ensure promotional content aligned with each event.

Director of Account Management

December 2025 – Present

The Oaks Agency – Student-Run PR Firm

- Oversee all account managers, ensuring effective communication across 14 client accounts while meeting deadlines and maintaining project timelines.
- Develop a collaborative and supportive environment among account managers to strengthen communication, trust and client success.
- Collaborate in monthly executive board meetings to align agency leadership and support planning of important events, including PR Day and State of the Agency.
- Create Account Management curriculum and lead trainings to ensure all account managers understand their position expectations and procedures.
- Set up, oversee and provide trainings in Trello to establish a strong understanding of the software and precedence for organization within the entire agency.

SKILLS

- **Content Creation:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, Express), photography, videography
- **Writing & Editing:** Press releases, promotional copy, AP Style, website and email content
- **Digital Marketing Platforms:** Google Analytics, Meta Business Suite, Hootsuite, WordPress/Wix
- **Project Management & Collaboration:** Trello, Asana, Microsoft Office, Google Workspace, cross-functional collaboration, client relations, deadline management
- **Media Monitoring & Analytics:** Social listening, coverage tracking, campaign performance reporting