

EMMA DELLA ROCCA

ACCOUNT EXECUTIVE



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EXPERIENCE

ACCOUNT EXECUTIVE

Experience First Productions (2023-Present)

- Lead and manage client campaigns from concept to execution, working closely with clients to ensure strategic alignment and high-quality results
- Own end-to-end social media management on multiple channels, including content calendars, community engagement, and content creation
- Oversee graphic design for social, digital, and campaign assets
- Create budgets for campaign-related events and conduct ongoing performance analysis to optimize campaign results
- **Accounts:** Shake Shack Canada, Nudestix, Awkward Family Photos, Arcadia Earth Toronto, Youtheory, Toronto Tech Week

MARKETING SPECIALIST

Brewing Brokers (2022 - 2023)

- Managed all company marketing initiatives and content development
- Developed clear marketing strategy and content calendar for results-driven social media and email marketing
- Managed all photography/videography, presentation design, graphic design, and content creation

ASSISTANT MARKETING MANAGER

BMO Credit Card Marketing (2021-2022)

- End-to-end email campaign management; creative briefs, timeline approval, quality assurance, post-launch analysis of KPIs, and results reporting
- Managed stakeholder relationships: BMO partners (Sobeys, Mastercard, Air Miles, etc.), creative team, and internal lines of business
- Oversaw project timelines and work-back calendars consistently to maintain efficient campaign process and launch

A BIT ABOUT ME

I'm a versatile marketing professional with a knack for leading integrated campaigns, creating engaging content, and building effective social strategies. I'm fuelled by creativity, obsessed with the details, and always looking to find new ways for brands to connect with their audience.

Outside of marketing hours, you can find me browsing Pinterest for inspiration for my latest crochet project.

EDUCATION

WESTERN UNIVERSITY, 2017-2021

BA, Media, Information & Technoculture

- Western TV Reporter
- FIMS Student Council Marketing Coordinator
- Orientation Programming Assistant

SKILLS

SM Management	Content Creation
Copywriting	Social Strategy
Content Calendars	Illustrator
Email Marketing	Premiere Pro
Campaign Management	Video Editing
Creative Direction	Photography
Communications	Microsoft Suite

INTERESTS

Fashion	Video Editing
Crocheting	Pinterest Board Curation
Thrifting	Graphic Design