

EMMA DELLA ROCCA

ACCOUNT EXECUTIVE



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in EMMA DELLA ROCCA

📷 @SHELOOKSLEFT

EXPERIENCE

ACCOUNT EXECUTIVE

Experience First Productions (2024-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, 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, building strong client relationships and creating engaging content. 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
Copywriting
CRM/Email Marketing
Campaign Management
Creative Direction
Adobe Illustrator
Communications

Digital Ad Strategy
Content Creation
Social Strategy
Meta Ads Manager
Photography
Video editing
Microsoft Suite

INTERESTS

Fashion
Crocheting
Thrifting

Video Editing
Moodboard Curation
Graphic Design