

EMMY REICH

CONTACT

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ABOUT ME

University of Georgia student pursuing a BFA in Studio Art with an emphasis in Graphic Design, along with certificates in Entrepreneurship and New Media. Through internships, business ventures, and hands-on creative experience, I have developed a strong foundation in design and strategy.

EDUCATION

UNIVERSITY OF GEORGIA
Lamar Dodd School of Art | Athens, GA
Intended Graduation May 2028
Bachelor of Fine Arts: Graphic Design
Certificates: Entrepreneurship and New Media

SKILLS

- Adobe Creative Suite
- Procreate
- Google Drive
- HTML and CSS
- Microsoft Office
- Social Media Networks
- Teamwork and Leadership
- Organizational Skills
- Effective Communication
- Time Management Efficiency

PHILANTHROPY

GAMMA PHI BETA | T-SHIRT CHAIR
SEPTEMBER 2024 - PRESENT
ROUGE MAGAZINE | DIRECTOR OF GRAPHIC DESIGN
SEPTEMBER 2025 - PRESENT
HOPELESSLY YELLOW | HEAD OF DESIGN
JANUARY 2025 - PRESENT

WORK EXPERIENCE

UGA FOOTBALL Athens, GA JANUARY 2026 – PRESENT
FOOTBALL COACHES VIDEO STUDENT ASSISTANT

- Collaborated with UGA Football coaches, analysts, and interns to film and review practices, games, and meetings, supporting real-time performance analysis and strategic planning
- Managed video and analytics systems, including camera setup and calibration, ensuring accurate capture and seamless access to performance data for coaches and players

HAPPIEST HOUR SOCKS Athens, GA JANUARY 2026 – PRESENT
CREATIVE MARKETING & PR COORDINATOR

- Provide creative design and marketing support across digital campaigns, brand initiatives, and collaborations.
- Design social media and marketing assets and content creation, campaign concepts, and creative execution for launches and promotions.

MICHELE MARIE PR New York, NY MAY 2025 - AUGUST 2025
EDITORIAL PR INTERN

- Drafted press releases, media alerts, and pitches to fashion, beauty, and lifestyle outlets.
- Maintained media lists, created engaging graphics and researched editorial calendars to support pitching strategies.
- Managed sample trafficking for editorial and celebrity requests, while conducting trend and competitor research to identify new PR opportunities.

LEFTY'S RIGHT MIND Long Island, NY JANUARY 2022 - AUGUST 2025
SOCIAL MEDIA ARTIST INTERN

- Engaged attendees through live art at events such as MLB All Star Week and ShopTalk, creating personalized experiences and products into moments that resonate, helping brands connect with people.
- Helped create content for various social platforms to grow social media exposure.

YOU ARE LOVED Long Island, NY JANUARY 2024 - AUGUST 2024
FOUNDER AND DESIGNER

- Founded a custom bracelet company that sold on social media, shipping orders nationwide.
- Created and grew an instagram account, growing 50% of the followers within the first month.
- Worked alongside other organizations such as P.S. I Love You Day, hosting pop-up shop events to raise awareness for mental health and suicide prevention, Donating 100% of the proceeds to mental health awareness charities.

DESIGNS BY EM Long Island, NY MAY 2020 - AUGUST 2024
FOUNDER AND ARTIST

- Founded and operated a small creative business personalizing items such as acrylic trays, phone cases, key chains and apparel.
- Managed the day-to-day business by creating social content, fulfilling orders and maintaining a social media presence.
- Collaborated with creators to increase brand exposure through strategic product pitching.
- Continuously developing new ideas and products to help expand the business.