

Emily Egan

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PROFILE

Meticulous, task-driven Executive Assistant with 2.5+ years of administrative experience in managing a CEO of a fast growing startup. Equipped with ability to facilitate all aspects of internal and external communications, support the day-to-day administrative functions by working collaboratively with other C-level executives. Proven talent for aligning business objectives with administrative knowledge to achieve maximum operational impacts, conserve time and boost efficiency.

EDUCATION

BACHELOR OF ARTS (B.A.) IN JOURNALISM AND MASS COMMUNICATIONS, ADVERTISING SEQUENCE • 05/2010
University of North Carolina at Chapel Hill, Chapel Hill, NC

EXPERIENCE

EXECUTIVE ASSISTANT TO THE CEO AND STRATEGIC PROJECTS MANAGER • 09/2018 – 04/2021

The Financial Gym, New York, NY

- Executed special projects on behalf of CEO and Founder Shannon McLay, with a focus on strategic growth opportunities, corporate partnerships, internal communications, and public relations
- Managed day to day schedules for the CEO; coordinated PR shoots and interviews
- Oversaw the development, production, and promotion of a five-episode web series (1MM+ views on Facebook) with a \$90K budget over a 2-month period
- Booked appropriate domestic travel for the cast and crew for the 3-city film shoot
- Sourced 100+ press features for the Financial Gym, fostering relationships with producers and writers from the TODAY show, TODAY.com, Wall Street Journal, The Cut, Glamour, Shape, Apartment Therapy, and more
- Planned over 100 in-person events designed to engage current clients and convert potential clients

MARKETING MANAGER • 08/2015 – 03/2018

Millennium Hilton New York Downtown, New York, NY

- Partnered with corporate marketing, revenue management, eCommerce, and executive committee to develop effective marketing strategies and campaigns
- Presented employee engagement programming concepts to Hilton CEO; worked with VPs on execution.
- Launched a hotel-level program with Visit.org and Hilton Corporate Social Responsibility to encourage social impact and position Hilton as an industry leader in corporate social responsibility
- Created presentation on “How to Use Social Media Effectively for Your Hotel” and delivered to 100+ Sales and Marketing Directors in Philadelphia, as well as the Hilton Social Media Managers Conference in Austin
- Conceptualized and executed two hotel-wide events to enroll Hilton Honors members, increasing enrollments by 4% within 6 months; provided guidance for reproducing events at other Hilton locations across the country
- Awarded Best Hilton Hotel Twitter Account out of 100 Hilton Hotel Twitter accounts nationwide
- Honored with the Spirit of Blue Energy Award, a corporate award recognizing Team Members who demonstrate the values of Hilton Worldwide

EXPERIENCE (CONTINUED)

MANAGER, PAID SOCIAL STRATEGY • 01/2013 – 07/2015

Mindshare, New York, NY

- Created daily social media content and branded digital assets for two retail subsidiaries of BP
- Planned, developed, and implemented social media marketing strategies to expand clients' audience reach, increase engagement and support traditional and digital media campaigns; increased Facebook page audience by 19% and Twitter following by 14% in five months
- Consulted on the Mindshare/Unilever digital team's investments in social advertising on multiple platforms; advised on social strategy integration for larger brand initiatives
- Coordinated content development efforts across creative, account, and engineering teams
- Produced biweekly reports for each brand and offered recommendations to branding teams and clients
- Wrote and presented social media workshops for new associates on Team Unilever

ASSISTANT TO JUDY BLUME, CHILDREN'S BOOK AUTHOR • 05/2010 – 03/2011

Judy Blume, New York, NY

- Completed tasks and errands in the New York office as needed and coordinated calendars with the other assistant in Florida
- Managed online correspondence on behalf of Judy Blume, award-winning children's author
- Responded to 600+ inquiries and via email, blog and post mail
- Wrote and redesigned template responses to fans for most popular books

VOLUNTEER EXPERIENCE

FOUNDER • 07/2015 – Present

Buscando Trabajo en NYC: Looking for Work in NYC, New York, NY

- Founded a Facebook community and "digital bulletin board" with over 19,000 followers, helping Spanish-speaking professionals to find positions in the NYC restaurant industry
- Manage a team of 3 volunteers, creating over 300 free resumes for jobseekers during the COVID-19 pandemic; secured press coverage on NY1 Noticias and Despierta America (Univision)
- Train volunteers and staff to expand the resume development project to Corona, Jackson Heights, and Elmhurst, Queens, in partnership with Assemblywoman Catalina Cruz

BOARD MEMBER AND LEAD COORDINATOR • 06/2012 – 06/2017

The University of North Carolina at Chapel Hill Alumni Association

- Created the UNC Chapel Hill alumni experience at game viewing events in New York, increasing attendance by 400% in 2 years and securing national press coverage (ESPN)

ORGANIZER • 07/2012 – 01/2016

CMMeetup, New York, NY

- Co-organized the largest social media professionals' meetup in the U.S., hosting panels and networking events

SKILLS

LANGUAGES: Spanish (full working proficiency)

SOFTWARE: Asana • Canva • Google Suite • HubSpot • Libsyn • Microsoft Office Suite (PowerPoint) • Slack

MARKETING AND COMMUNICATIONS: Copywriting • Digital Marketing Strategy • Event Planning • Public Relations • Social Media Marketing