

WORK HISTORY

JR. ART DIRECTOR

Weber Shandwick
2022-2024

By collaborating with a talented team, I ensured brand consistency across platforms, for Chevy's Social Media and brands across GM. From storyboarding visuals to reviewing video edits, my role was to shape the brand narrative, elevate content, and maintain brand integrity.

MARKETING+RETAIL

Peninsulas
2021-2022

I managed their social accounts, developed a media plan, and created content. On the retail side, I managed associates, sought new partnerships, and oversaw orders. I played a role in designing floor layouts and window displays.

AUDIO VISUAL TECHNICIAN

College for Creative Studies
2019- 2021

I spearheaded the development of organizational processes while also overseeing work studies. In addition, I played a hands-on role in instructing and guiding students on the utilization of photo, video, sound, and lighting equipment.

SOCIAL MEDIA COORDINATOR

CCS - Student Success Center
2019

I produced content for their social media and efficiently managed their social accounts, while coordinating events and communications.

THINGS I DO

- Art Direction
- Concept Design
- Content Creation
- Earned Media
- Cross-Platform Integration
- Work-flow Design

PROGRAMS I KNOW

- InDesign
- Illustrator
- Photoshop
- AfterEffects
- Premier
- Microsoft Suite

SKILLS I HAVE

- Social Media Management
- Big Thinking
- Brand Stewardship
- Asset Management
- Allyship
- DEI

EMILY

BURKE

ACCOLADES

BEST IN SHOW - DIGI SCOUTS

American Advertising Awards for Greater Flint
2021

SILVER - WHERE'S THE VOLUNTEER

American Advertising Awards for Greater Flint
2019

READ THE FINE PRINT

Emily is a weird individual—excessively exuberant, inclusively innovative, and endlessly empathetic.

Her eternal curiosity serves as her driving force, and Emily's thirst for knowledge is never quenched.

EDUCATION

COLLEGE FOR CREATIVE STUDIES

Advertisement Design
BFA . 2021

MACOMB COMMUNITY COLLEGE

Elementary Education / English

SEND A PIGEON

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