

Emma Hartvickson

San Francisco, CA | 253-797-8632 | emmahartvickson@gmail.com | [LinkedIn](#)

Experience

Visual Merchandising Specialist

Lululemon | San Francisco, CA | May 2022 to Present

- Implement semi-weekly company-wide directives to adapt key product stories, organize product placement, display, and sell-through
- Educate in-store team to execute presentation, styling, and in-store marketing elements to optimize guest experience
- Drive sales through visual presentation of product, using Power BI to adjust store layout based on sell-through; adapt to regional/weather needs
- Hired as an Educator, promoted to Guest Experience Lead and then VMM

Freelance Brand Development

Emma Hartvickson Design | April 2020 to Present

Digital Marketing Coordinator | Website Manager | Content Creator

Barowsky School of Business | Dominican University of California, San Rafael, CA | Oct 2022-May 2024

- Managed and created website content
- Designed various social campaigns spread to all digital platforms, graphics, video and email.
- Reviewed and tracked marketing analytics, created reports for team review with a focus to drive engagement within the student body.

Digital Marketing Coordinator | Website Manager | Content Creator

The Food Connector | San Rafael, CA | Dec 2021 to June 2023

B2B marketing food distributors to national restaurants.

- Designed and created various marketing materials for multiple clients simultaneously
- Designed in Adobe Creative Suite including website updates, email marketing newsletters, flyers, brochures, posters
- Designed and executed LinkedIn and Meta paid social posts including full content creation, video, images & copy
- Collaborated with account managers & farmers to ensure consistent brand voice, maintained consistent design, brand voice & identity for multiple clients by utilizing company branding kits

Marketing Intern

Seattle Thunderbirds Hockey Team | Seattle, WA | Apr 2020-Jun 2020

- Created graphics & highlight videos on the team website/socials to promote fan engagement during COVID

- Completed design projects by understanding the deliverables, collecting information needed, collaborating with teams, and delivering the project efficiently and on-time
- Created design content via Canva using brand kit with color codes and typography to ensure consistent messaging of Thunderbirds hockey branding

Tech Skills

- Adobe Creative Suite - Photoshop, Illustrator, InDesign, Premier Pro
- Paid & Organic Social Media - Meta, X, TikTok
- Canva, Slack, Teams
- MS Suite, Google Workspace
- Power BI, advanced Excel

Education & Activities

- Dominican University of California, San Rafael, CA | GPA 3.9
Double Major: BA, Business Administration, Marketing and Management | BA, Graphic Design
- NCAA Div II College Athlete, Dominican Women's Volleyball, Team Captain
- Club Volleyball coach, Amplify Volleyball Club, Marin County
- Penguin Athletic Advisory Committee Executive Board Member, Marketing