

EMILY GALLAGHER

GRAPHIC DESIGN & MARKETING



EDUCATION

CLEMSON UNIVERSITY

Graphic Communications, B.S.
Minor in Brand Communications

December 2023

GPA 3.75 / 4.00

Dean's List - 2019, 2020

President's List - 2021, 2022, 2023

SKILLS

- Adobe Creative Suite
- Photography
- Microsoft Office
- Social Media Strategy
- Communication
- Leadership
- Creativity
- Team Work

INVOLVEMENT

FRATERNITY AND SORORITY LIFE AMBASSADOR

Social Media and Community
Outreach chair, 2021 - 2023

PI BETA PHI FRATERNITY - SC BETA

South Carolina Beta Chapter,
Recruitment Committee Member,
2019 - 2023

CLEMSON PANAHELLENIC

Recruitment Counselor, 2022



864-561-4146



ecgallagher74@gmail.com



www.linkedin.com/in/emily-gallagher74



www.emilycgallagher.com



Please use the QR
code to the left or
link above to view
some of my previous
work and portfolio.

EXPERIENCE

CBS SPORTS - GRAPHIC DESIGNER

June 2023 - December 2023: Intern

December 2023 - Present: Full Time

- Produce weekly tune in content for NFL, NCAA College Football, College Basketball, WNBA, NWSL, UEFA, USL, and PGA Tour events for on and off air assets, social media, email, print, website, app and banner ads.
- Use design thinking to create content and execute original designs, as well as collaborate with existing creative assets to create content aligned with overall brand identity.
- Assist on set while filming shows such as "We Need to Talk" by taking photos and video for social media content.
- Work on high profile sporting events such as Super Bowl LVIII, NCAA March Madness, SEC Championship, B1G Championship and The Masters.

CLEMSON FOOTBALL - STUDENT GRAPHIC DESIGNER

May 2022 - December 2023

- Collaborated directly with the coaching staff and creative team to create graphics targeting 100+ high priority recruits across the country.
- Produced weekly personalized, variable data and generic graphics to be sent digitally and through direct mail to 4-5 star recruits.
- Developed collateral for various projects, including scouting report binders, game day media, personalized notecards and stationary.
- Assisted at football events including Dabo's All In Team Women's Clinic

CLEMSON STUDENT-ATHLETE DEVELOPMENT - FREELANCE

August 2023 - Present

- Plan content calendar for events and other collaborations with University Athletics, conceptualize and produce content
- Attend, help plan, and photograph student-athlete enrichment and development events
- Organize content and create social graphics and marketing collateral
- Work directly with student-athletes on programming and events

AOE - MARKETING INTERN

January 2021 - May 2023

- Collaborated with VP of Marketing to develop marketing strategies and social media best practices internally and for clients
- Analyzed data to create infographics, brochures, documents, social media posts and client graphics.
- Constructed content marketing writing and editing for a variety of media.
- Engaged as a member of the Diversity, Equity & Inclusion practice group.
- Acquired "Fundamentals of Digital Marketing" certification through Google.