

Emily Stisser

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EDUCATION

Miami University | Oxford, Ohio May 2024

- Bachelor of Arts in Journalism | Co-Major in Entrepreneurship | Minor in Fashion
- UP Magazine, Advancing Women in Entrepreneurship, Journalism TA, Healthy Celebrations Run Club

Miami University John E. Dolbois Education Center | Luxembourg Aug. - Dec. 2022

- Gained cultural awareness in a quality academic environment, developed curiosity and independence through travel.

EXPERIENCE

Lali Kids | Wholesale, Marketing Manager | St. Louis, MO May 2024 - Present

- Increased international and domestic wholesale by 30% in first selling season by cultivating client relationships with buying reps in China, Korea, New York, Dallas, Atlanta and 40 boutiques across U.S. market.
- Led AW25 photoshoot in the UK, coordinating child models, aiding in art direction, travel logistics, location scout.
- Manage quality standards with production teams in India and Peru, coordinating large-scale orders and tech packs.
- Oversee sample management, product copy, Shopify POS system and Google Merchant Center integration, streamlining drop-ship with Maisonette. Expand influencer marketing and gifting, enhance social media strategy, Pinterest marketing and Meta ad campaigns, boosting growth and brand awareness. Improve order fulfillment and inventory processes.

Collections by Joya | Retail Sales Associate | St. Louis, MO Dec. 2023 - Feb. 2024

- Merchandised displays to highlight featured jewelry and sales. Aided marketing strategy and managed social media.

Summersalt | Marketing, Digital Media, PR Intern | St. Louis, MO May - Aug. 2022 + 2023

- Generated \$250k+ sales through Pinterest marketing, created journalist contact database (200+), secured wide-reaching stories, activated 40 influencers for sale commission, coordinated 600+ fulfillment center returns, led August photoshoot. Launched editorial platform, formatted 50 articles.
- Oversaw collaborations: Sara Foster, Markarian, Kendra Scott, Mestiza, Rifle Paper Co. and DVF.
- Organized full inventory sample closet, led influencer outreach/celebrity gifting and partnerships.
- Production assistant: initiated pre/post-production, created call sheets, handled day-of logistics and styled models.
- Customer Service: sizing, returns, exchanges, opt-outs.

Delta Gamma Sorority, Alpha Omicron | VP: Member Education | Oxford, OH Dec. 2021 - Jan. 2023

- 2022 Bid Day Celebration: developed theme, external vendors/venue, merchandise design, gifting and social branding.
- Directed weekly new member meetings educating 70+ women about history, self-purpose through curriculum.
- Inspired leadership role succession with 80% increase in applicants for successive Member Education positions.
- Consulted Panhellenic to initiate policy educating Chapter through values-based DEI programming collaboratively.

Southeastern Grocers | Freelance Copywriter & Digital Media Intern Dec. 2020 - Dec. 2021

- Parent company of Winn-Dixie, Harveys and Fresco y Más: unique campaigns, competitor research, extensive trend knowledge, copywriting, executed assertive brand voice, initiated 30 coffee chats across the company.

HLK | Account Manager Intern | St. Louis, MO June - July 2021

- Crafted sophisticated creative briefs for local clients, built business-forward relationships and project management.

Daily Disco | Social Media & Marketing Intern | St. Louis, MO 2019 - 2021

- Enhanced content curation for 29k followers, copywriting + product descriptions, competitor research, brand deals.