

Emily Orabona

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Seeking a professional position where I can apply communication theory, content strategy, and audience engagement skills gained through coursework and PR and marketing internships, contributing strong writing, creativity, and analytical thinking to support brand growth and digital outreach.

Sponsorships, Skills, Certifications, & Coursework

Technical Skills:

- Social media content planning and scheduling
- Social media account management
- Audience targeting and engagement strategies
- Interpreting engagement metrics (reach, impressions)
- Photo and video editing
- Influencer and trend analysis

Professional Certifications:

- Social Media Content Creation Certification by Jaeda Skye (Expected October 2026)
- Lifeguarding with CPR/AED for Professional Rescuers and First Aid
- Pool Operator
- Bloodborne Pathogens
- Certificate for leading the highest number of rescues during a single operational season

Top Three Sponsorships (Brand Ambassador):

- Comfrt
- Kiala Nutrition
- EvryJewels

Relevant Coursework:

Communication Theory & Research: Communication Theory Lab, Introduction to Communication Research, Topics in Communication Studies, Introduction to Communication Theory

Public Relations & Strategic Communication: Advanced Public Relations Writing, Public Relations Theory and Concepts, Campaign Research Methods, Public Relations Techniques I: Written, Topics in Engaged Public Relations: Strategic & Creativity in Public Relations, Introduction to Public Relations

Persuasion & Message Design: Persuasion, Food as Communication

Professional & Presentational Communication: Presentational Speaking, Group Presentation

Interpersonal & Relational Communication: Communication in Romantic Relationships

Professional Experience

PCOS Root Cause Reset Program - Social Media/Public Relations Intern

May 2026 - June 2026

- Developed and managed social media content calendars for May and June, planning strategic content, post formats, and messaging to maintain brand consistency and strengthen audience engagement.

Glamourbyraveen - Social Media Marketing Intern

January 2026 - April 2026

- Developed and scheduled engaging content across Instagram and TikTok to increase brand visibility
- Collaborated with marketing team to uphold brand voice and execute influencer outreach and partnership initiatives

High Sierra Pools

Manager: May 2026 - August 2026 | **Head Lifeguard:** May 2021 - August 2025

- Managed and trained lifeguard team to uphold performance and safety standards
- Ensured the safety of all patrons as an active lifeguard while maintaining a clean, safe, and enjoyable environment for all patrons
- Oversaw opening/closing, staff scheduling, and pool operations, including chemical balance and pump room systems on a daily basis
- Managed all customer service interactions and complaints to an adequate resolution

Education

- Communications B.A. Degree, James Madison University, Expected May 2027
- Dance Minor, James Madison University, Expected May 2027
- Advanced High School Diploma, Charles J. Colgan Sr. High School - Summa Cum Laude

Personal Projects

- **Instagram Account Management - Colgan CFPA Dance Program:** Ran and monitored an Instagram account to boost followers and engagement with the dance program
- **Influencer Affiliate Marketer:** Created engaging content and promoted products using affiliate links to drive traffic and sales