

+61 477 774 435

emmierfrederico@gmail.com

<https://www.emmie-frederico.com/>

Emmie Frederico

To be Great, is to be Boring.

AWARDS & ACHIEVEMENTS

Australian Rowing Team 2017, 2021, 2022 (World Champion & Record Holder 2022)

Division 1 Rowing Team Captain 2022-2023

All American Team 2024, ACC First Team 2023-2024, ACC Academic Honor Roll 2022, 2023, 2024, 'Cuse Award 2023, Dean's List 2021-2023, Invest in Success Scholarship Syracuse University (2021-2023), SDSU Dean's List and School of Education Dean's List (2019-2020), Mountain West Conference Scholar-Athlete Award (2019), San Diego State University Scholar-Athlete Award (2019)

EDUCATION

Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

MS - Advanced Media Management

August 2023 - June 2024

Syracuse University, Visual and Performing Arts, Syracuse, NY

BS - Communication and Rhetorical Studies

August 2021 - June 2023

San Diego State University, San Diego, CA - BS - Communications

August 2019 - December 2020

Firbank Grammar School, Brighton, Melbourne, VIC *Victorian Certificate of Education*

January 2013 - November 2018

EXPERIENCE

Firbank Grammar School - Rowing Coach

November 2018 - April 2019, September 2024 - Current

TRIBE - Sales Representative – USA Based

July 2024 - September 2024

- Launched a new digital marketing product within the USA
- Conducted market research, client outreach, and negotiations, successfully onboarding new clients
- Managed communications and project timelines, ensuring the product launch met company objectives

SEICon - Production & Social Media – Las Vegas, USA Based

July 2024

- Conducted interviews with industry professionals including David Falk and Todd Krinsky for social media and to publish
- Operated cameras and filmed the conference for SEICon to publish and utilize in their own way
- Managed all social media accounts

Robert Connor Dawes Foundation - Liasion USA Based

November 2021 - December 2023

- Managed client relationships, donor communication, and project timelines for a national charitable event
- Successfully coordinated digital marketing campaigns to onboard US Colleges to participate, maximizing participation and engagement

CERTIFICATIONS

Hubspot Academy *Content Management Certificate*

LinkedIn Learning Python Essential Training

Shelly Palmer *Web3 & the Metaverse, Crypto & NFTs, Generative AI*

SKILLS

Project Management: Project management, client communication, and team collaboration.

Web Development & Platforms: Proficient in HTML, CSS, JavaScript, MySQL, Python, WordPress, Bootstrap, Rstudio, Excel, Google Analytics, Semrush, Hubspot.

User Experience: Experience with UX/UI design.

Tools & Methodologies: Agile, Waterfall, SEO, Generative AI, Adobe Suite, Figma, Notion.

Client-Facing: Experience liaising with stakeholders, connecting with clients, and delivering results.