

EMILY C. FARRIS

CONTACT



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[Emily C. Farris](#)

EDUCATION

UNIVERSITY OF NORTH ALABAMA
BS in Public Relations

UNIVERSITY OF NORTH ALABAMA
BA in Spanish

GEORGIA INSTITUTE OF TECHNOLOGY
MS in Global Media

SKILLS

- Advanced Spanish
- Applicant tracking system (ATS) management
- CRM Management
- Recruitment Strategy Development
- Data Analysis
- Language Translation
- Intercultural Communication
- Public Speaking
- Project Management
- Adobe Creative Suite
- Social Media Strategy
- Web Design
- MailChimp/ Email Marketing

HONORS

- Google AdWords Grant Recipient, Careyes Foundation, 2019
- Guest speaker, University of San Carlos Guatemala, 2020
- FLAS Fellowship Recipient, Georgia Tech, 2022-2023
- Fulbright ETA Alternate, Colombia, 2023
- Guest speaker, Universidad Militar Nueva Granada, Colombia, 2023
- ISEP Marketing Grant Recipient, 2024
- NAFSA Region VII Travel Grant Recipient, 2024

PROFESSIONAL EXPERIENCE

RECRUITMENT MARKETING SPECIALIST

Tetra Tech ARD (Remote) | January 2025- March 2025

- Drafted communications for pre-award and post-award contracts
- Tracked and communicated job posting performance across 3 countries

**Note: This position was government funded and has been furloughed*

MANAGER, INTERNATIONAL ADMISSIONS AND RECRUITMENT

UNA International Affairs (Florence, AL) | November 2023- January 2025

- Oversaw comprehensive international recruitment strategy
- Collaborated with 30+ global partners to achieve recruitment goals
- Managed budget of \$30,000 for international recruitment
- Hosted 30+ information sessions in English and Spanish
- Managed 1200+ student applications in Slate CRM system
- Oversaw team of 4 staff and student workers for admissions processing
- Visited partners for in-person collaboration in Ecuador and Mexico
- Developed outreach campaigns for multiple international audiences

INTERNATIONAL CALENDAR MANAGER

Global Atlanta (June 2022- November 2023)

- Maintained and updated website content to ensure timely, accurate publication of international business news and events
- Produced and distributed a weekly newsletter for 10,000+ global readers, focusing on clarity, engagement, and brand consistency

COMMUNICATIONS CONSULTANT (CAPSTONE PROJECT)

Johns Hopkins University (Remote) | June 2023- August 2023

- Created social media strategy for Hopkins Semester DC program
- Designed Life Design Lab webpage for graduate students
- Edited videos and published website content
- Streamlined content for SEO purposes
- Incorporated feedback from multiple channels to post web content and include best practices for UX/UI development

LATIN AMERICA PROGRAM ASSISTANT

UNA International Affairs (Florence, AL) | March 2020 - August 2022

- Developed and oversaw 12+ international partnerships in Latin America
- Conducted in-person presentations to international partners in Costa Rica and Guatemala
- Increased Latin student enrollment by 50% from 2019 to 2022
- Managed 300+ student applications in Slate CRM system
- Developed "Explore and Experience" recruitment program to host group of prospective students on campus.
- Designed 50+ flyers and promotional videos for recruitment
- Regularly advised prospective students on opportunities at UNA

SOCIAL MEDIA COORDINATOR

Careyes Foundation (Careyes, Mexico) | Sept. 2019- Dec. 2019

- Photographed and shot video at Foundation events
- Created content and scheduled weekly posts on social media outlets
- Implemented and oversaw Google AdWords grant/ account