

Emily Maquiling

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EDUCATION

Auburn University, Harbert College of Business

Auburn, AL

Bachelor of Science in Business Administration

expected May 2027

- Major: Marketing

EXPERIENCE

Auburn University Fan Experience

Auburn, AL

Intern

December 2023- Current

- Develop and implement game-day activities, including contests, giveaways, and in-game sponsorships to enhance the overall fan experience and increase fan attendance
- Coordinate exclusive VIP events, such as meet-and-greets with players, pregame tours, and photo opportunities, ensuring smooth entry and an elevated level of satisfaction, which brought in over \$200,000 dollars in revenue in the last 12 months

House of Britt Weddings

Columbia, TN

Formal Consultant

December 2020- July 2024

- Assisted customers in selecting and styling formal wear, including prom dresses and wedding dresses while managing inventory, ensuring optimal stock levels and assessing current trends
- Utilized social media and local marketing to promote special sales, collections, and inventory, contributing to a 20% sale increase during peak prom season

LEADERSHIP

Fan Experience: Aubie's Kids Club, Lead

July 2024- Current

- Organize various events for both premium and official members, and communicate with vendors, staff, parents, and coaches to ensure a smooth event
- Generate over \$70,000 in revenue and register 1,100 children in the last 12 months
- Manage various social media accounts, creating engaging content and targeted promotions to boost fan engagement and attendance, contributing to a 21% increase in followers and 71,000 accounts reached
- Respond to fan and client inquiries via email in a timely and professional manner, addressing concerns and providing information, resulting in improved communication and increased customer satisfaction

The Well Church, Youth Group Head

July 2021- July 2023

- Facilitated weekly meetings to plan out the curriculum for over 150 youth students every week with church staff and worked closely with pastors, staff, parents and volunteers to align the youth activities with the vision and mission of the church
- Supervised volunteer activities in the community, such as charity events, and food, blanket, and toy drives, building a sense of service and compassion within the youth

ACTIVITIES

Chi Omega Alpha Beta Chapter

August 2023- Current

Auburn Marketing Association

August 2023- May 2024

HONORS & ACHIEVEMENTS

Fan Experience Intern of the Month

March 2024

Excel Associate Certification

March 2025

Excel Expert Certification

April 2025