

# Emily Maquiling

Columbia, TN

(931) 698-7246

e.maquiling@icloud.com

www.linkedin.com/in/emilymaquiling

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## EDUCATION

**Auburn University**, Harbert College of Business

*Bachelor of Science in Business Administration*

Auburn, AL

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