EMMA B. MAJERNIK

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I help brands come together as one clear identity, with a consistent look, a recognizable voice, and a website people enjoy using. I've led rebrands for a medical equipment company and a fine jewelry boutique, and I'm looking to grow on a brand team in wellness, fitness, or lifestyle.

EDUCATION

BOSTON COLLEGE – BA in Psychology; Minor in Marketing *(Dean's List Second Honors | Undergrad TA | Kairos Retreat Leader | Women in Business Mentor)*

NOBLE AND GREENOUGH SCHOOL – High School Diploma *(Student Body President | Senior Prefect | Peer Help Program Leader | Boys Varsity Crew Captain)*

EXPERIENCE

RELIABLE RESPIRATORY (Durable Medical Equipment Company) – Norwood, MA (Hybrid/Remote)

Marketing & Human Resources Roles (Full-Time, Part-Time, Contract) – *Sept 2022 - Present*

HR & Marketing Specialist (Full Time) – *Nov 2025 - Present*

- Co-led the company website rebrand, consolidating four product lines into a single site. Directed typography, color palette, and layout with an outside designer, and launched in Oct 2026
- Own end-to-end onboarding for over 100 new hires: weekly orientation, I-9 verification, compliance training, and follow-up check-ins
- Manage full-cycle recruiting in ADP, from resume screening and interviews through hire
- Create LinkedIn content and internal new-hire communications

HR & Marketing Coordinator (Contract: Maternity Leave Coverage) – *July 2025 - Nov 2025*

- Covered HR and marketing operations during a maternity leave, keeping onboarding and campaigns on schedule

Project Specialist, Marketing & Content (Part-Time) – *Feb 2024 - April 2024*

Rejoined Reliable during Backroads off-season to support marketing projects

- Ran digital content audits and website updates, and produced the social calendar
- Conducted competitive research to inform brand strategy

Digital Marketing & Content Lead (Full Time) – *Sept 2022 - April 2023*

- Built and launched a HIPAA-compliant company website and blog
- Developed a brand book unifying visual identity and voice across 4 service lines
- Led content and social strategy for Respiratory, Diabetes, Maternity, and Urology branches
- Recruited and onboarded the next marketing hire; represented the brand at industry events

JACQUELINE NICOLE WALTON (Fine Jewelry Boutique) – Carlsbad, CA

Marketing Lead & Sales Associate – *Feb 2025 - Present*

- Directed the creative rebranding and marketing transition to fine jewelry
- Produced visual and written content for print and digital marketing
- Redesigned the website with improved UX and clarity around custom product offerings
- Established brand guidelines, including voice, color palette, and typography

BACKROADS (Active Vacation Company) – Salt Lake City, UT

Trip Leader & Trip-Prep Training Leader (Seasonal) – *April 2023 - Jan 2025*

- Led 5-20+ person premiere group biking/hiking trips nationwide, ensuring high customer satisfaction, resolving guest issues, and delivering a stress-free "dream vacation"
- Trained new leaders on guest engagement and prep-day operations.

KLARA (Healthcare SaaS Startup) – New York, NY (Remote)

Product Marketing Intern – *June 2020 – March 2021*

- Improved Help Center UX for customers and wrote website articles & monitored, researched, analyzed and reported on competitors

SKILLS

Skills & Core Competencies: *Logistics, Conflict Resolution, Verbal & Written Communication, Community Building & Engagement, Detail Oriented, Organizational Development, Onboarding & Training, Problem-Solving, Digital Marketing, Website Design, Social Media, Content Development, UX/UI, Visual Design,* ***Tools/Software:*** *ADP, Asana, Microsoft Office, Google Suite, Canva, Wix, Shopify*