



EMMA MAJERNIK

CONTACT

✉ ebmajernik@gmail.com

🖱 www.emajernik.com

📍 Carlsbad, CA

EDUCATION

BOSTON COLLEGE

Chestnut Hill, MA **2018 - 2022**

BA Major in Psychology; Minor in Marketing

Deans List Second Honors

Undergrad Teaching Assistant, Mission & Advocacy

Committee Member (Relay for Life - ACS), Retreat

Group Leader (Kairos), Mentor (Women in Business)

INSTITUTE OF AMERICAN UNIVERSITIES

Aix-En-Provence, France **Summer 2021**

Abnormal Psychology and Art History

NOBLE AND GREENOUGH SCHOOL

Dedham, MA **2014 - 2018**

High School Diploma

Student Body Co-President, Senior Prefect, Shield Head

Lead Admission Tour Guide, Peer Help Program Leader

ACHIEVEMENTS

Coxswain & Co-Captain – Boys Varsity Crew

- Won gold twice at Youth Northeast Regionals
- Qualified twice for Youth Nationals
- Coxed 3 Head of the Charles races – finished 2nd in the United States (Men's Youth 4s)

Boston Marathon 2021 – Dana Farber

- Raised over \$11k for Dana Farber Cancer Institute
- Held community fundraising events
- Solicited donations (social media & email campaigns)

SKILLS & INTERESTS

Verbal & Written Communication, Logistics, Customer Experience, Customer Reconciliation, French (Con conversationally Proficient), Shopify, Digital Marketing, Canva, Figma, Wireframing, Wix, Asana, Content Development, Social Media, Community Building, Travel, Fitness, Running, UX/UI Design, Visual Design

EXPERIENCE

TRIP LEADER

April 2023 - Jan 2025

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

- Led premiere biking, hiking, and multi adventure trips with groups of 5-20+
- Managed all logistics, equipment, vendor relationships, group dynamics etc. with an emphasis on customer service to deliver a "dream vacation"
- Resolved guest concerns/problems and elevated to management if needed
- Trip-Prep Training Leader - trained new leaders to effectively prep for trips

PROJECT SPECIALIST

Feb 2024 - April 2024

Reliable Respiratory (DME Company) – Norwood, MA

- Managed website, created and planned content for all social channels
- Researched and reported analysis on competitors

DIGITAL MARKETING & WEB DESIGN LEAD

Sept 2022 - April 2023

Reliable Respiratory (DME Company) – Norwood, MA

- Reported to the Director of Human Resources (no CMO)
- Built + designed Maternity line website and blog, ensuring HIPPA compliance
- Attended & hosted events to attract leads & increase brand awareness
- Led content creation/posting/planning for multiple social accounts
- Developed a brand book for the four company branches

FRONT DESK STAFF

Oct 2021 - Nov 2024

B/SPOKE STUDIOS (Boutique Fitness Studio) – Boston, MA

- Onboarded new clients and resolved any client issues
- Communicated and worked with exec team to improve client experience
- Assisted planning & executing community events & attended local events
- Trained new front desk hires

PRODUCT MARKETING INTERN

June 2020 – March 2021

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

- Monitored, researched, and reported analysis on competitors
- Improved Help Center UX for customers and wrote website articles
- Familiarized with HIPPA compliance regulations

MARKETING INTERN

Summer 2019

Advanced Instruments (LS Tools & Dx Company) – Norwood, MA

- Communicated with trade shows for future attendance
- Created LinkedIn marketing content and utilized Google Analytics
- Collected customer feedback to inform product development

CERTIFICATIONS

Google UX Design Professional Certificate – Coursera (*Feb'25 Completion*)

- Educated in the design process, including research methods & prototyping
- Taught to implement foundational UX concepts

Growth Driven Design – Hubspot Academy Certified

- Trained in agile web design, pricing strategy, and project management

Content Marketing – Hubspot Academy Certified

- Educated in high quality content strategy and sustainable content plans
- Competent in SEO tactics, measuring ROI's, and performance tracking