

# Emily Wilson

<https://emilywilsonportfolio.com/> | (843)-906-3386 | [erw7@clemson.edu](mailto:erw7@clemson.edu)

## EDUCATION

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### Clemson University

Bachelor of Science in Graphic Communications | Minor in Art  
GPA: 3.77/4.0

Clemson, South Carolina  
May 2025

## EXPERIENCE

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### UPM Raflatac

*Marketing Intern (full time)*

- Gained a strong understanding of pressure sensitive label materials, adhesives, and their unique value propositions
- Designed & wrote copy for marketing collateral, social media ads and posts, sample labels for mock-ups and printing trials, and signage for major events
- Researched and analyzed competitors such as Avery Dennison to determine Raflatac's position in the market
- SEO keyword research and refinement for [www.upmraflatac.com](http://www.upmraflatac.com) website
- Budget evaluations for upcoming events and expos
- Designed mood boards, logos, signage, name tags for VDP, and several Power Points for Raflatac's annual Americas Region meeting

Asheville, North Carolina  
Fall 2024

### The Packaging School

*Graphic Design Intern (full time)*

- Conducted research and identified resources to update and fact-check copy for online courses designed for packaging professionals
- Utilized the Adobe Suite and Google Slides to update the course designs
- Completed certifications in multiple areas of packaging and gained a basic knowledge of the packaging industry

Greenville, South Carolina  
Summer 2023

### Inch Designs

*Interior Design Intern (part time)*

- Read floor plans, select cohesive fabrics and paint colors to satisfy a client's needs, and the scheduling of an interior designer

Charleston, South Carolina  
Summer 2021

### Tutoring

- Tutored a third grade student in all subjects, encouraged good study habits and time management

Charleston, South Carolina  
2020-2021

## VOLUNTEER WORK AND ACTIVITIES

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### Gamma Epsilon Tau

Clemson University

- Participate in professional and social networking opportunities
- Uphold high academic, moral, and participatory standards as a member of a co-educational honor society focused on graphic arts education

Spring 2024 - Present

### Zeta Tau Alpha

*Director of Connections and Committee*

- Demonstrated strong leadership skills by leading a chapter of over 350 women in strategic initiatives to enhance the sorority recruitment process for over 1,700 potential new members by strategically pairing them with current members to speak with, resulting in increased member retention and satisfaction

Clemson University  
Spring 2023 - Fall 2024

*Recruitment Committee*

- Helped to organize the 2022 recruitment process for over 1,000 potential new members, including responsibilities such as filtering applications, matching applicants to current members to speak to during rounds, and organizing a camp for current members

Spring 2021 - Fall 2022

### Clemson Panhellenic Recruitment Counselor (Pi Chi)

- Selected to disaffiliate from my own Panhellenic chapter and serve as a counselor to a group of seventeen potential new members going through sorority recruitment, explaining the system to them and giving them advice and support throughout the entire process
- Facilitated the recruitment process by enforcing rules and regulations for current chapter members

April - August 2023