

Emma Thorp

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EDUCATION

University of Illinois at Urbana-Champaign, Gies College of Business **Expected Graduation: May 2026**
Bachelor of Science in Marketing and Information Systems **GPA: 3.95/4.0**

Rock Valley College **May 2023**
Associates of Arts **GPA: 3.93/4.0**
Rockford, Illinois

PROFESSIONAL EXPERIENCE

Sinclair's Coffee **Champaign, Illinois**
Marketing Director *Aug. 2024-Today*

- Uploading relevant weekly content for TikTok and Instagram using photography, videography, and Canva
- Building social media strategy focusing on authenticity, resulting in a video with 14k likes and 138.3k views
- Devising and implementing a targeted marketing mix that increased sales by 40% within one school year
- Conducting marketing research, for promotions and sales, through Qualtrics survey and SDSS data analysis
- Planning and hosting different events with university organizations where I assist with budget development, fundraising, conceptualizing events, on-site management, building local partnerships, and making ad content
- Innovating seasonal drink recipes and coordinating marketing campaigns to increase customer awareness
- Designed a WordPress website with café details, including a user request forum that notifies the manager

Lead Barista/Manager *Jan. 2024-Today*

- Forming heartfelt relationships with diverse customers that fostered trust, loyalty, and a sense of community
- Promoting the café's image through personal networks by showcasing the atmosphere, menu, and prices
- Obtained the basic knowledge of what components make coffee and tea better tasting and more presentable
- Manage scheduling employees, workflow of drink making, operations, ordering, and employee improvement
- Training employees to work independently by teaching drink preparation, customer service, and cashiering
- Fostering a friendly and open work culture that encourages communication and support within employees
- Assisted with launching a second location of the café on campus due to increased demand for our products

SpartanNash **Grand Rapids, Michigan**
B2B Salesforce IT Intern *May 2025-Aug. 2025*

- Developed Salesforce skills, like creating custom objects and flows, earning Adventurer rank in Trailblazer
- Created robust screen flow for dynamically sending emails with templates, saving 260 hours of work annually
- Drew use case diagrams depicting different systems and users interacting with Salesforce within SpartanNash
- Generated requirements that were unknown and set SMART goals for team to advance our capstone project
- Mapped 10 fields from Snowflake to Salesforce, which MuleSoft transformed into useable data for Salesforce
- Queried data on Snowflake using database management language (SQL) to identify valid and useable fields

INVOLVEMENT

American Marketing Association (AMA) **Urbana, Illinois**
Project Director: Website Committee *Jan. 2024-May. 2024*

- Taught members how to develop visually appealing layouts, integrate various media, and apply apps on Wix
- Facilitated discussions between executive board and members when building project goals and deliverables
- Collaborated with members outside of my team to get the necessary resources and documents for the website
- Led with empathy to create a supportive and safe work environment while still holding the team accountable

AWARDS & DISTINCTIONS

- Adventurer Rank – Trailblazer August 2025
- Dean's List Dec. 2021-May 2025
- Graduated high school and received my associate degree in the same year May 2023

SKILLS & INTERESTS

Skills: Salesforce | Social Media Marketing | SQL (Basic) | Product Management | Brand Development | Analytics