

# Gus Emery

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## EDUCATION

### University of Central Florida

*Bachelor of Science in Business Administration, Marketing*

*Recipient of Gemini Scholarship, Recipient of Orien Grant, Recipient of Scholars Award*

**Orlando, Florida**

*Expected Graduation: December 2025*

*GPA: 3.244*

## PROFESSIONAL EXPERIENCE

### Wawa

*Customer Service Associate*

**Orlando, Florida**

*January 2022 – Present*

- Curated high-impact promotional events in collaboration with management and team members, driving a notable increase in store traffic and sales.
- Advanced to lead role in recognition of exceptional leadership, outstanding customer service, and effective teamwork, fostering a culture of excellence.
- Enhanced brand reputation by deploying strategic initiatives that elevated customer satisfaction and ensured a positive transaction experience.

### Emerge 180

*Advertising Intern*

**Tampa, Florida**

*April 2021 – June 2021*

- Built and expanded a robust lead pipeline through targeted cold calling, effectively educating prospects about our services and driving new business opportunities.
- Cultivated and nurtured relationships with both new and existing clients, proactively communicating service offerings and exclusive promotions to maintain strong engagement.
- Maintained a professional office environment by adhering to dress code, facilitating clear communication with associates, and integrating feedback to enhance workplace effectiveness.

### Chipotle Mexican Grill

*Cook/Prep*

**Tampa, Florida**

*January 2021 – December 2021*

- Drove customer engagement at promotional events by strategically aligning communication with brand image, enhancing overall customer interaction.
- Fostered a positive customer experience and reinforced brand identity consistently throughout each shift, ensuring high levels of satisfaction.
- Achieved notable recognition for surpassing performance expectations, receiving frequent accolades from upper management and securing two promotions within a year.

## LEADERSHIP & ACTIVITIES

### Alpfa (Association of Latino Professionals For America) UCF

*Active Member*

**Orlando, Florida**

Networked with Fortune 500 companies at weekly chapter meetings to learn about their fields of expertise and employment opportunities.

- Attended weekly workshops for professional development to advance technical and soft skills.

### AMA (American Marketing Association) UCF

*Active Member*

- Participated in workshops and seminars on marketing strategies and trends, applying learned concepts to contribute to the AMA chapter's activities and projects.
- Managed AMA's social media accounts, creating and scheduling posts that increased follower engagement and improved overall reach by 15%.
- Coordinated with team members to design and distribute marketing materials, ensuring consistent branding and effective communication across multiple channels.

## ADDITIONAL INFORMATION

- Strategic Content Marketing Certification
- Certificate in Canva Essential Training