



EMMA TABER

EDUCATION

Bachelor of Science in Agricultural Communications | Texas Tech University
August 2020 - May 2024

- Cum Laude

EXPERIENCE

Creative | Lucky Shoe Creative Co.

March 2023 - Present

- Meet Lucky Shoe [here](#).
- See design portfolio [here](#).

Student Assistant | Texas Tech University, Office of the Dean of Students

August 2023 - July 2024

- Remodel social media presence by establishing tone, branding, and creating elevated content. Work these elements into the website once established.
- Manage social media with increased consistency to increase student's awareness and knowledge of the office and associated available resources.
- Aim to align the website and accounts with the university guidelines, language, expectations, and beyond while continuing credibility and increasing creativity.
- Provide students with resources and assistance through phone, email, and in-person communication.

Student Assistant | Texas Tech University, Davis College of Agricultural Sciences and Natural Resources Dean's Office

June 2021 - September 2022

- Increase social media engagement by creating unique posts and interacting online with followers. Engage with students, faculty, and staff in the college.
- Assist with and elevate designs of different media such as slide show presentations, posters, and t-shirts.
- Recruit students by being welcoming, knowledgeable, and relatable.

Business Owner/Floral Designer | Emz Stenz


January 2018 - August 2023

- Create a client base and brand affinity from the ground up through social media marketing, word of mouth, and organic interaction.
- Maintain professionalism, patience, and intentionality during a steep learning curve.
- Accurately keep business and client records through organization and thoroughness.

Social Media Intern | Kern County Farm Bureau

October 2019 - May 10, 2020

- Elevated social media presence through consistency online and intriguing designs with a wide scope of attraction.
- Increased Instagram audience engagement by 425% and gained 127 new followers.
- Communicated warmly and interpersonally with stakeholders regarding policies and events with the Farm Bureaus.

 661-877-7580

 tabere8@gmail.com

 Lubbock, Texas

**CREATIVE.
LISTENER.
ANTICIPATOR.
TEAMMATE.**

SKILLS

- Adobe Suite Programs
- Canva
- Social Media Strategy
- Web-design
- Integrated marketing
- Creative visionary
- Self-motivated

STRENGTHS

1. Connectedness
2. Relator
3. Developer
4. Belief
5. Woo



EMMA TABER

INVOLVEMENT

Digital Content Editor, Agricultural Communications Block

Spring 2024

- Selected by professors to make the print magazine of the college into an online publication. Help edit stories according to AP Style.
- Assist peers with content creation and proofreading while managing assets.
- Created a fresh brand guide and hosted presentations on content creation.
- Received email marketing certificate through HubSpot academy and utilized skills to suggest increased efficiency in campaign plan.

Agricultural Communicators of Tomorrow

President 2023-2024, Social Chair 2022-2023

- Host monthly meetings for members featuring industry professionals and professional learning opportunities.
- Help members submit work to the National Agricultural Communicators of Tomorrow and Agricultural Media Summit critique and contest.
- Revitalize the student organization post-COVID and a previous disbanding.
- Work alongside officers to encourage and engage with members and alumni.

Collegiate Cattlemen's Association

Communications Director, March 2023 - May 2024

- Helped start this new club on campus which is supported by the Texas and Southwestern Cattle Raiser's Association and sponsored by the National Cattlemen's Beef Association.
- Manage communication efforts to relay scholarships, events, and internships to students.
- Encourage professionalism and community while advocating for the beef industry.
- Attend national and state conventions with other students to create networking and learning opportunities.

HONORS AND AWARDS

Tech10 Recipient | Texas Tech University

- Chosen as one of the top 10 graduating seniors in 2024 based on academic excellence, leadership, service, and striving for honor by a panel of judges.


Assorted Awards | National Agricultural Communicators of Tomorrow

- 2nd place Editorial Piece, 3rd place Short Story Feature
- 1st place Scenic Photo, 1st place People Photo, 1st place Black and White Photo, 2nd place Photo Series, 3rd place Plant Photo

Website



<https://www.luckyshoecreative.com>

 661-877-7580

 tabere8@gmail.com

 Lubbock, Texas

CREATIVE.
LISTENER.
ANTICIPATOR.
TEAMMATE.

SKILLS

- Adobe Suite Programs
- Canva
- Social Media Strategy
- Web-design
- Integrated marketing
- Creative visionary
- Self-motivated

STRENGTHS

1. Connectedness
2. Relator
3. Developer
4. Belief
5. Woo