

Emma Fleming

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EXPERIENCE

- Nike Softball Camp** | *Assistant Director* | Lawrenceville, New Jersey July 2022 - Present
- Coordinated with camp director to lead a group of 4 coaches and 60 campers
 - Planned and Executed seven hours of daily softball instruction focused on skill development and team building
 - Implemented feedback to contribute a more fulfilling experience each week, by focusing on needs of specific campers
 - Created a positive environment for campers to advance physical skills and also enjoy a social 4-day total experience
 - Provided mental and emotional support on and off field for children ages 8-16 during overnight camp experience
 - Gave all 60 campers one-on-one private instruction to help improve hitting based on specific swings and weaknesses
- Little League International** | *Communications Resident* | Williamsport, PA June 2023 - August 2023
- Analyzed over 100 Little League games, publishing highlights and content for the website and social media
 - Maintained high fan engagement using in-game entertainment via the scoreboard and promotional activities
 - Partnered with a team of 5 residents for 35 world series games to run 3 live cameras, the tricester, and motion rocket
 - Rotated in as technical director for the team in scoreboard operations, to create an engaging experience for fans
- Prep Baseball Report** | *Social Media Intern* | Cortland, New York November 2024 - Present
- Created engaging social media content to promote upcoming spring and summer events, with a goal of increasing registrations by 15%
 - Conducted outreach to over 1,000 teams, coaches and organizations, resulting in partnerships with new organizations and teams
 - Researched and identified key industry trends to enhance The Lumber Yard's online presence
- Big Red Sports Network** | *Head Reporter* | Lawrenceville, New Jersey September 2021 - June 2022
- Reported on over 20 school athletic events, providing summaries and interviews of individual athletes
 - Filmed and edited highlight reels using Adobe Premiere for various sports to be posted on school athletics Instagram
 - Incorporated game statistics, player quotes, and play-by-play summaries into articles and verbal broadcasts
 - Partnered with a team of eight other reporters to produce athletic content to be viewed by community and alumni network

SKILLS

- Video Editing: Adobe Premiere, Final Cut Pro, iMovie
- Design Software: Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- Social Media: Instagram, Twitter, Tiktok, Youtube
- Customer Service: Waitressing and Hosting
- First aid and CPR certified

EDUCATION

- Syracuse University** Syracuse, NY
Bachelor of Science August 2022 - Present
- GPA: 3.86/4.0
- The S.I. Newhouse School of Public Communications
- Bachelor of Science: Public Relations expected graduation May 2026
 - Minor: Sports Management
 - Current
- The Lawrenceville School** Princeton, NJ
High School Diploma August 2020 - June 2022
- GPA: 3.7/4.0

ACTIVITIES

- Syracuse Club Softball President and Coach
- Girl Scout of America: Active 12 year member, volunteered in 30+ community service projects and mentored young scouts
- Varsity Softball Captain: Lead a team of twelve girls and worked with head coach to create effective practice plans each day
- Girls Ice Hockey Manager: Aided in day to day organizational tasks; filmed and edited game highlights
- Philanthropy chair for Delta Phi Epsilon
- Trenton Softball Hall of Fame Inductee