

EMMA HAECKER

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• CONTACT •

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🌐 [LinkedIn](#)

📷 [Instagram](#)

🌐 <https://www.emmahaeckerportfolio.com/>

• SKILLS •

IPDirector

Adobe

Canva

Hubspot

Microsoft 365

Video and Picture Cameras

Asana

Travefy

• INTERESTS •

Avid Golfer

Cooking and Baking

Graphic Design

Video Editing

Traveling



OBJECTIVE

Recent LSU graduate with a bachelor's degree in Mass Communication and a minor in Sports Studies seeking a role that offers opportunities to learn, grow, and make a meaningful impact. Interested in marketing, communications, sports, broadcasting, public relations, and politics, with a passion for building relationships, creating engaging content, and connecting with people.



WORK EXPERIENCE

Social Media Manager, VIP Travel Experience, Baton Rouge, LA

02/2025 – Present

- Direct social media strategy and execute marketing campaigns.
- Develop and schedule content, engage with clients, and promote unique luxury travel opportunities.
- Provide support for daily operations by assisting with client correspondence, travel coordination, itinerary development, document management, and other administrative tasks to guarantee a seamless client journey.

Aide For Louisiana Senator Beth Mizell, The Louisiana State Senate, Baton Rouge, LA

04/2025 – 06/2025

- Attended all Louisiana 2025 Regular Legislative Senate Sessions, providing support for daily office operations and assisting Senator Mizell during legislative proceedings.
- Represented the Senator on the Senate floor during bill presentations and cast votes as directed.

Gymnastics & Athletics Video Logger, Olympic Broadcasting Services, Paris, France

11/2023 – 09/2024

- Developed advanced proficiency in IPDirector broadcasting software, creating real-time metadata and tagging key moments for OBS archives and media rights holders.
- Maintained comprehensive knowledge of assigned sports, including gymnastics, track and field, their rules, competing athletes, participating countries, and Olympic and world records.
- Cataloged undocumented media, raw footage, melt reels, and other assets, and logged live press conferences featuring Olympians.

Sales Associate, Shade's Sunglasses, Baton Rouge, LA

12/2023 – 05/2026

- Delivered exceptional customer service, leveraging product knowledge to assist patrons.
- Processed transactions accurately at the register, maintained organized product displays, and supported daily store operations during peak periods.

Marketing Intern, BOM Bank, Natchitoches, LA

05/2022 – 08/2023

- Directed social media content strategy, supported marketing budget management and event coordination, acted as a community liaison, provided customer assistance, and participated in hiring and board meetings.



EDUCATION

Louisiana State University, Bachelor of Arts, Mass Communication - Broadcast Journalism, Baton Rouge, LA

08/2022 – 08/2026

- Minor in Sports Studies.