

Emily Counts

// contact

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 641.260.1956

// core strengths

- Creative Thinking
- Detail Oriented
- Digital Content Development
- Email Marketing
- Graphic Design
- Project & Event Management
- Social Media Strategy
- Team Leadership

// technical skills

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- Multiple Email Marketing Platforms
- Various Social Media Channels
- Wordpress

// involvement

- Central Iowa Tourism Region Board of Directors
- Grinnell Area Chamber of Commerce
- Grinnell Connect Young Professionals
- Grinnell Downtown Visioning Task Force
- Home Decor & DIY Website Author
- Imagine Grinnell Board of Directors
- Iowa 4-H Communications Judge
- Iowa Destination Marketing Alliance
- Iowa High School Speech Judge
- Poweshiek Leadership Program Board of Directors
- Wartburg College Freelance Writer

// education

Wartburg College • Waverly, Iowa
B.A. Communication Arts
Public Relations Emphasis
Leadership Minor

// professional experience

COMMUNICATION SPECIALIST

Nov. 2016 - Present

Hotel Grinnell, Grinnell, Iowa

- Define brand persona and develop marketing strategy for start-up boutique hotel.
- Strategically communicate brand promise and shape brand perceptions.
- Grow company's footprint through content creation and public relations.
- Manage digital communications and convert leads into customers and fans.
- Connect with media and influencers to increase awareness and visibility of new hotel.
- Launch and oversee reputation management and loyalty programs.
- Develop programs to maximize hotel and event center revenues.
- Research and analyze trends and competition to forecast demand.
- Form collaborative alliances statewide and represent company at public events.

TOURISM DIRECTOR

Jan. 2014 - Oct. 2016

Grinnell Chamber of Commerce/Convention & Visitors Bureau, Grinnell, Iowa

- Developed a comprehensive tourism strategy for Grinnell, a first for the city, and spearheaded tourism projects and partnerships both locally and statewide.
- Won numerous awards and accolades for organization and community, including 7 Iowa Tourism Awards and the Publication of the Year Award from Mid-America Chamber Executives, a six-state association.
- Collaborated with city leaders to develop a successful Iowa Reinvestment Act application, resulting in \$6.85 million in funding which was instrumental in moving downtown economic development projects forward.
- Served as a community spokesperson and performed public relations functions including speaking engagements, industry relations, media relations, public events and trade shows.
- Promoted and coordinated hundreds of events and festivals including Grinnell Games (5,000 participants), Friday Fest (10,000 participants), Monte Fest (7,000 participants) and Grinnell RAGBRAI (25,000 participants).
- Monetized organization's marketing platforms, generating thousands of dollars in new revenue and sponsorship value in the first year.
- Managed staff, board of directors, 300 members and hundreds of volunteers.

COMMUNICATIONS MANAGER

Sept. 2011 - Dec. 2013

Grinnell Chamber of Commerce/Convention & Visitors Bureau, Grinnell, Iowa

- Directed all communication and marketing efforts for both the Chamber and CVB.
- Developed digital content and managed all aspects of two dynamic websites.
- Coordinate annual marketing campaigns for 11 community events.
- Created integrated marketing campaign for Grinnell Games festival, which contributed to a 250% increase in event participation over three years.
- Develop retail recruitment and economic development marketing materials.
- Managed weekly e-newsletter content, achieving a 47% average open rate.
- Managed 8 social media channels, launching 7 of them myself.

PUBLIC RELATIONS MANAGER

Jan. 2011 - Sept. 2011

Grinnell Chamber of Commerce/Convention & Visitors Bureau, Grinnell, Iowa

- Oversaw all visitor center functions including staffing, tourist information and group tours.
- Served on community's RAGBRAI executive committee and coordinated city's public relations efforts in preparation for 25,000 overnight visitors.
- Coordinated visitor information and hospitality for 2,500 visitors during the NCAA DIII Track & Field Championships hosted in Grinnell.
- Launched Grinnell Connect young professionals organization.