

Ethan Hill

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EDUCATION

Emory University, Goizueta Business School

May 2026

BBA, Marketing | Organization & Management | Double Major: Theater Studies

Atlanta, GA

- **GPA:** 3.95/4.00; *summa cum laude*
- **Relevant Courses:** Business Communication Strategy, Marketing Management, Product and Brand Management

WORK EXPERIENCE

Emory University, Athletics and Recreation Department

Aug. 2023 – May 2026

Athletic Events and Marketing Team Member

Atlanta, GA

- Managed end-to-end event operations and fan engagement strategies for 12-18 home athletic events per academic year, supporting 350+ student-athletes across 18 NCAA Division III varsity sports by coordinating event logistics, brand presentation, and on-site customer experience.
- Contributed to an estimated season-long 15-20% increase in repeat attendance by leading a 5-person per event marketing and operations team that managed setup, signage, and services for 100-300 spectators.
- Delivered an estimated 10-15% increase in per-event concession revenue and 20% higher merchandise attachment rate compared to previous events through increased on-site marketing and building customer relationships.

Emory University, Office of Undergraduate Admissions

Dec. 2022 – Aug. 2023

Social Media Marketing Ambassador

Atlanta, GA

- Shaped Emory's first-touch brand and customer experience for recruitment initiatives and supported an undergraduate population of 8,000+ students by creating platform-native social content, engaging directly with prospective students, and amplifying institutional messaging.
- Drove an estimated 15-25% lift in average social media engagement over the role's duration by producing 10+ TikTok videos for @lifeatemory, applying business storytelling, trend analysis, and creative experimentation to maintain weekly posting.

Publix Supermarkets

Jul. 2018 – Jun. 2022

Cashier

Charlotte, NC

- Supplied customer-facing service to 200+ shoppers per shift, consistently reinforcing Publix's service-first brand positioning and creating positive in-store customer experiences that encouraged repeat visits.

LEADERSHIP AND COMMUNITY INVOLVEMENT

Blumenthal Performing Arts, Front of House Volunteer Usher

May 2023 – Present

- Provide a consistent, guest-centered brand experience for 750+ patrons per performance through ticket scanning, wayfinding, and seating, contributing to a consistent brand and customer experience for one of the nation's largest not-for-profit arts organizations that hosts 1,000+ events annually.

Dooley's Players, Vice President and Production Manager

Aug. 2023 – Dec. 2024

- Headed organizational operations, produced four full-scale theatrical productions annually, and managed 20-30 student collaborators per show for Emory University's largest student-run theater organization.
- Optimized communication, resulting in higher rehearsal attendance and on-time deliverables across 90%+ of production milestones through weekly production meetings (25+ per year) and specialized weekly recap emails.
- Reduced onboarding time by an estimated 20% and enabled smoother leadership transitions by authoring a 24-page production and operations handbook for future vice presidents, consolidating essential contacts, timelines, and step-by-step guides from pre- to post-production.

CERTIFICATIONS, SKILLS, & INTERESTS

- **Certifications:** Google Fundamentals of Digital Marketing; Google Analytics; Google Ads Search; Google Ads Display
- **Technologies:** Adobe Photoshop; Adobe Premiere Pro; Canva; Microsoft Office (Excel, PowerPoint, Word)
- **Skills:** Business Storytelling; Collaboration; Creativity and Innovation; Marketing Strategy; Project Management
- **Interests:** Theatrical Stage Managing; Improvisation Acting; Content Creation; Competitive Esports