

Amanda Emtiaz

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School Address: Ann Arbor, MI Permanent Address: Los Angeles, California

EDUCATION

University of Michigan College of Literature, Science, & the Arts, *Communication and Media* Ann Arbor, MI
• *Double Minor*: Entrepreneurship - Stephen M. Ross School of Business | Art History May 2026
• *Relevant Course Work*: Marketing, Digital & Social Media, Consumer Behavior & Trends, Entrepreneurship, Advertising
• *Cumulative GPA*: 3.9 | University Honors

Brentwood School (High School) Los Angeles, CA
• Honor Roll, Yearbook Design Editor, Young Women's Conference Coordinator, and Teen Court Volunteer May 2022

WORK EXPERIENCE

Paramount Pictures, *Marketing Strategy Intern*, Los Angeles, CA June 2025 - October 2025
• Conducted pre-release research and competitive analyses on theatrical films by evaluating positioning strategies to inform marketing campaigns, reviewing scripts, script coverage, and attending screenings
• Developed pitch deck, filmmaker slides, and digital trend reports that synthesized industry research, audience insights, and cultural trends to recommend targeting approaches, brand partnerships, and go-to-market strategies

Infinity Creative Agency, *Digital Marketing Intern*, Los Angeles, CA June 2024 - August 2024
• Crafted custom letters and created collaboration strategy & brand sponsorship pitch decks for clients to send to A-list celebrities
• Developed innovative digital media campaigns for clients
• Created databases of brands fashion goods for targeting influencers

The Team (Wasserman), *Experience Team Intern*, Los Angeles, CA June 2023 - August 2023
• Analyzed 15 potential venues in the Los Angeles market for hosting brand partnership events, and assessed suitability and potential impact
• Participated in over 10 client calls, contributing and pitching ideas to enhance client experiences
• Compiled and presented ideas for various events, leveraging in-depth brand, property, and competitor research

The Team (Wasserman), *Marketing and Influencer Resourcing Intern*, Los Angeles, CA June 2022 - August 2022
• Identified and connected with 50 potential influencers, aligning them with specific brand needs and campaigns
• Compiled weekly trend slideshows, and synthesized market and social media data to create marketing strategies
• Contributed to brainstorming sessions, generating over 20 innovative marketing ideas for client campaigns

Norwest Venture Partners, *Valuation and Marketing Intern*, Los Angeles, CA June 2021 - August 2023
• Prepared competitive and data analyses for the Chief Marketing Officer
• Analyzed 30 tech startup pitch decks based on managing partners' criteria
• Created comprehensive presentations and spreadsheets for data reporting and project updates

CERTIFICATES and SKILLS

June 2024 - February 2026

- **UTA Extern** - United Talent Agency
 - Skills learned - Talent Representation, Entertainment & Culture Marketing, Networking, and Business Development
- **AI Applications in Marketing and Finance** - University of Pennsylvania
 - Skills learned - AI in customer interactions, consumer personalization, and risk management
- **Artificial Intelligence in Marketing** - University of Virginia
 - Skills learned - Unsupervised Learning, Business Analysis, Data Science, and Financial Analysis
- **Introduction to Generative AI** - Google
 - Skills learned - Use of Generative AI Applications, Knowledge of Generative AI Model Types and Strategies
- **Generative AI for Digital Marketers** - LinkedIn Learning
 - Skills learned - Digital Marketing, AI for Business, and Generative AI Tools

Skills: Social Media Marketing and Strategy, Competitive Research & Analyses, Brand Partnership, Publishing Page Design

Strengths: Leadership, Interpersonal Communication, Problem Solving, Teamwork, Motivated, Organized, Public Speaking, Detail Oriented

Social: TikTok, Instagram, Facebook, X (Twitter), LinkedIn, Be Real, YouTube, Snapchat, Threads, Pinterest

Technical: Google Workspace, MS Office Suite, Creator IQ, Canva, Slack, Adobe Creative Suite, Launchmetrics, Shopify, ROSTR

LEADERSHIP

Michigan Music Business Club, *National Partnerships Manager*, Ann Arbor, MI January 2024 - Present
• Secured \$10,000 in funding over 3 months through strategic partnerships, sponsorships, and grants for The Annual Music Business Conference attended by over 250 guests
• Member of the Conference Team, responsible for planning and executing The Annual Music Business Conference

Metablue, *Co-Founder and CEO*, Los Angeles, CA December 2020 - August 2021
• Designed custom sweatpants in collaboration with National Eating Disorders Association (NEDA) and Teen Line
• Sold-out the sweatpants in two weeks, and donated 100% of the sale proceeds to NEDA and Teen Line