



EMMA TABER

EXPERIENCE

Lucky Shoe Creative Co. | Owner

March 2023 - Present

- Developing and designing comprehensive brand identities and marketing materials for digital and print platforms, ensuring cohesive and visually appealing messaging using Adobe Suite programs.
- Capturing high-quality photographs including portraits, branding imagery, rodeos, livestock, crops, and events, contributing to 50+ diverse client portfolios in 2024.
- Conducting interviews and writing compelling stories bi-monthly and as contracted, delivering engaging content for various publications and media outlets.
- Meet Lucky Shoe [here](#) or at www.luckyshoecreative.com.

Texas Tech University, Office of the Dean of Students | Student Assistant

August 2023 - July 2024

- Built and maintained social media presence, creating brand-compliant content with 2-3 feed posts per week and daily stories to drive engagement.
- Supported 3 sister offices by mentoring their assistants, photographing events, editing marketing materials, and formulating campaigns.
- Counseled 120+ students of concern through one-on-one and group communication via phone, email, and in-person meetings.
- Led the redesign of office visual identity in alignment with university-wide rebranding initiatives, ensuring consistency and brand integrity.

Texas Tech University, Davis College of Agricultural Sciences and Natural Resources Dean's Office | Student Assistant

June 2021 - September 2022

- Utilized a CRM to delegate alerts to staff, optimizing workflows for student success.
- Recruited prospective students through online outreach and participation in 50+ events, providing resources and program information.
- Oversaw scholarship database management and supported students with scholarship processes.
- Created marketing materials, including stickers, flyers, t-shirts, programs, and fundraising assets, to promote college initiatives.

Emz Stenz | Business Owner/Floral Designer

January 2018 - August 2023

- Established a client base and increased brand affinity through social media marketing, word-of-mouth, and organic engagement, growing to 860 followers.
- Planned styled content photoshoots and partnered with local businesses for collaborations.
- Researched growing seasons and industry-specific trends to inform client strategies and decisions.
- Monitored and optimized budgets, business operations, and client records through quarterly analysis.

Kern County Farm Bureau | Social Media Intern

October 2019 - May, 2020

- Revitalized social media presence through consistent content and amplified community partnerships by sharing their voices online.
- Boosted Instagram engagement by 425% and gained 127 new followers.
- Engaged stakeholders with clear, interpersonal communication regarding policies and events for Farm Bureaus.

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🏠 Grenville, New Mexico

EDUCATION

Texas Tech University
Bachelor of Science in
Agricultural
Communications

May 2024

ACHIEVEMENTS

- Tech10, Texas Tech University, 2024
- Email Marketing Certificate
- Social Media Marketing Certificate
- National award winning photographer and writer, National Agricultural Communicators of Tomorrow
- Best Marketing Campaign, Davis College

INVOLVEMENT

- Working Ranch Cowboys Foundation, Grant and Fundraising Committee
- Digital Content Editor, Agricultural Communications Block
- President, Social Chair, Agricultural Communicators of Tomorrow
- Communications Director, Collegiate Cattlemen's Association
- AgriTechsans