

Emily Van Orman

✉ emilyvanorman@gmail.com ☎ 503-680-8673 📍 Los Angeles, CA 🌐 emily-vanorman.com

PROFESSIONAL EXPERIENCE

Home From College

Apr 2024 – Jul 2025

Marketing Lead

- Founding marketing hire and 6th full-time team member, who was instrumental in shaping the company's marketing and community engagement strategy from the ground up.
- Launched and scaled a multi-campus college ambassador program, growing brand awareness and fostering early career development opportunities.
- Managed a 90K+ subscriber newsletter, consistently achieving a 50% open rate, delivering career insights and opportunities to an engaged Gen Z audience.
- Drove brand partnerships, collaborating with industry leaders to expand opportunities for students and early-career professionals.
- Led community engagement across Instagram, TikTok, LinkedIn, and Threads.
- Founded the Gen Z Advisory Panel, a strategic initiative to tap into emerging talent, shaping product and marketing decisions.

Roomie

Jun 2023 – Oct 2023

Marketing Manager (Contract)

- Pioneered all marketing efforts as the first full-time hire at a pre-seed startup.
- Launched and scaled Roomie's TikTok, achieving 2.2 million views and 121k likes in two months.
- Developed and managed social media, email marketing, and a freshman ambassador program.
- Oversaw and mentored a marketing intern and coordinator, ensuring timely, high-quality execution of projects.
- Directed strategic planning and content creation across channels, boosting brand awareness and engagement among target demographics.

SHADOW

Nov 2022 – Jun 2023

Influencer Marketing Manager, Jr.

- Co-managed high-impact accounts such as American Eagle, Casetify, and Shop With Google, executing influencer campaigns that elevated brand visibility and engagement.
- Led social content creation for top-tier collaborations, achieving over 1.2 million likes and generating widespread brand exposure across digital platforms.
- Represented SHADOW at major shoots and events, coordinating talent and influencer programs for seamless, on-brand execution.

Dispo

Apr 2022 – Sep 2022

Marketing Manager

- Oversaw Dispo's marketing initiatives, including the management of intern programs and coordination of multi-campus ambassador events to elevate brand presence and user engagement.
- Designed and executed a comprehensive college marketing strategy that significantly boosted user engagement and amplified brand awareness across target campuses.
- Managed the Dispo U ambassador program, overseeing a remote team of 67 ambassadors across 32 campuses to drive brand visibility and foster community connections.
- Contributed to the launch of the Dispo Creator Club, providing key insights into user engagement strategies that enhanced creator and user interaction.

Dispo

Jun 2021 – Apr 2022

Marketing Coordinator

- Established and led the Dispo U college ambassador program, overseeing recruitment and management across 32 campuses to foster brand loyalty and engagement.
- Managed a seven-figure budget and executed tailored, campus-specific marketing strategies that significantly increased brand visibility.
- Directed the design and distribution of campus-specific merchandise and implemented communication channels to streamline operations.
- Organized and led promotional events and concerts, successfully expanding Dispo's presence and growing its user base.

Tinder

Jun 2020 – Mar 2021

North American Marketing Intern

- Collaborated on three multi-million dollar marketing campaigns, facilitating coordination between agencies and internal teams.
- Represented Tinder in the National Student Advertising Competition, contributing to campaign brief development.
- Conducted market research and led focus groups to optimize campaign performance across various media channels.
- Presented comprehensive media insights to executive leadership, informing strategic decision-making.

Tinder

Aug 2019 – Jun 2020

Student Brand Marketing Manager

- Led impactful on-the-ground marketing activations, boosting brand awareness and user acquisition at the University of Oregon.
- Created college-specific social content to amplify headquarters' marketing efforts, strengthening brand resonance with students.

EDUCATION

University of Oregon

Business and Managerial Economics, B.S.