

# EMMA BIJELIC

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## EDUCATION

### University of Wisconsin-Madison, Madison, WI

Anticipated May 2026

*Dual Bachelor of Arts in Music Composition and Communications in Film/Media*

GPA: 3.93 | Dean's List for 6 semesters

## PROFESSIONAL EXPERIENCE

### Madison Film Festival, Madison, WI

September 2025-Present

Director of Marketing & Public Relations

- Lead marketing and PR strategy to grow festival visibility, audience engagement, and community presence
- Collaborate closely with festival director and creative director to align marketing initiatives with the festival's strategic goals
- Manage media outreach, press coverage, and serve as spokesperson to position the festival as a premier cultural event
- Oversee digital campaigns and social media to promote screenings and filmmaker spotlights

### Wisconsin Union, Madison, WI

October 2024-Present

Marketing Intern - Videographer/Photographer

- Shoot professional-grade videography, edit, catalog footage, images, and existing video footage from outside vendors, produce high-quality videos which tell the story of a wide array of events and programs developed by the Wisconsin Union and its partners
- Collaborate with the supervisor and event organizers to determine desired shot lists and optimal photographic summary
- Partner with graphic designers and account representatives to incorporate custom videography and photography into a broad range of Union marketing campaigns

### LunART, Madison, WI

July 2023-July 2025

Communications & Marketing Intern

- Perform due diligence in sourcing new composers and guest artists for festival programs, event planning, venue booking, scheduling rehearsals, and communication with artists
- Manage and execute monthly and yearly marketing plans, assist in management of content across platforms through creation of advertisements, data management of various spreadsheets, and development and distribution of content via monthly newsletters
- Research current partners, conduct interviews with artists, and write monthly articles premiering collaborations
- Plan and execute video marketing campaigns through videography, processing images/videos, finalizing ads based on recent data

### Gray Duck Theater & Coffeehouse, Rochester, MN

March 2022-August 2022

Event Assistant & Barista

- Managed 20+ marketing, fundraising, and private events ranging 15-40 attendees, oversaw film playlist (lights/movie set-up), built relationships with patrons by maintaining knowledge about upcoming films and events, provided administrative via answering phones and directing small business inquiries for future events in absence of the owner

## LEADERSHIP & INVOLVEMENT

### The Badger Herald, Madison, WI

September 2025-Present

Social Media & Public Relations Manager

- Create and publish social media and newsletter content promoting Badger Herald articles; manage a team of associates, coordinate content schedules with directors, and contribute to planning and execution of campaigns and feature newsletters

### UW-Madison University Housing, Madison, WI

August 2023-May 2025

House Fellow

- Selected as a resident assistant for Ogg Residence Hall with a 16% acceptance rate. Provided resources, support, and built a sense of community for 60 first-year residents by managing bi-weekly events: marketing, budgeting, operations, and execution

### John Marshall High School, Rochester, MN

September 2021-June 2022

President/Founder of the Band Mentorship Program

- Founded/managed a mentorship program for ~160 students to combat effects the pandemic had on students' academic development, recruited 13 mentors, taught mentors/students, created scheduling system, and developed a format for feedback

## ADDITIONAL

### Skills

Media production and content creation; DSLR and multi-camera operation; social media strategy and audience analytics (foundational); graphic design and visual storytelling; music composition, arranging, and audio production (Logic Pro); score preparation and MIDI programming; project coordination and creative collaboration.

### Tools

Adobe Creative Suite; Pro Tools; After Effects; DaVinci Resolve; Canva; Mailchimp; Notion; Squarespace; Wix; Google Workspace; Google Analytics; Platform Insights; Microsoft Office.

### Honors

Rochester Music Guild Senior Division Scholarship (2021); National Honor Society (2022); John Philip Sousa Award (2022); Mayo Clinic Dependent Scholarship (2022-2026); Bawek Family Scholarship (2022); Mullen Composition Award (2025).