EMILY KAY LUFT

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EDUCATION

Undergraduate **BAYLOR UNIVERSITY**, Waco, Texas
Bachelor of Arts Degree
Graduation: May 2027
Major: Public Relations; Minors: Corporate Communication, Dance
GPA: 3.7/4.0 (Overall), 4.0/4.0 (Major)

WORK EXPERIENCE

August 2024 - Present **The Collective - Social Media Intern** Waco, Texas
- Social media content creator for @TheCollectiveWaco Instagram
- Edited videos and photos for social media channels
- Analyzed and created strategies and tactics for Instagram content

August 2024 - Present **Joy's School of Dance - Dance Instructor** Waco, Texas
- Dance instructor of various styles, such as jazz, tap, and ballet.

June 2025 - January 2026 **Baylor University Social Media - Student Worker** Waco, Texas
- Created and posted social media content for @BaylorUniversity networks
- Analyzed and created strategies and tactics for Instagram and TikTok content
- Served as the on-screen face of students across platforms

January 2025 - January 2026 **`Qualified Date LLC - Social Media Manager** Waco, Texas
- Created and posted social media content for @QualifiedDate
- Experience in influencer relations working with Christian Influencers to create social media content for Instagram

ACTIVITIES

January 2024 - Present **Chi Omega Fraternity**
- Chapter President (2026 - Present)
- Chapter Personnel Board member (2026 - Present)
- Executive Board member (2025 - Present)
- Chapter Panhellenic Delegate (2025-2026)
- Junior Panhellenic Delegate (2023-2024)

August 2023 - Present **Highland Baptist Church**
- Active Member
- Community Group Leader for college-aged women

January 2024 - Present **Public Relations Student Society of America**

December 2024 - Present **Alpha Lambda Delta**

VOLUNTEER SERVICE

January 2024 - Present **Make-A-Wish North Texas**
- Fundraise for children that are experiencing critical illness

January 2024 - Present **Hewitt Public Library**

- Event volunteer for events benefitting the children of Hewitt

SOCIAL MEDIA SKILLS

- Proficient skills in Canva, Instagram, TikTok, Capcut, video filming and editing, audio editing, photography, LTK consumer platform, LTK creator platform, Microsoft 365, and Google Sheets