

Emma Pietsch

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Work Experience

Marketing Coordinator

10/2025 – Present

Zenergy Sun Valley, Timbers Restaurant & Bigwood Golf Course, Ketchum, ID 83340

- **Digital & Social Media:** Ran Instagram, Facebook, Yelp, and Google for three brands, including stories, grid posts, seasonal campaigns, and Instagram ad optimization.
- **Content Creation:** Photographed and operated a drone to capture promotional media content; partnered with professional videographers and photographers, and designed print and digital collateral (flyers, signage, event graphics, apparel).
- **Web & E-Commerce:** Maintained all three business websites with accurate hours and event listings; implemented Zenergy's e-commerce platform.
- **Analytics & Ads:** Managed Meta pixels implementation for Timbers Restaurant, then applied expertise to establish tracking systems to Zenergy.
- **Email Marketing:** Authored monthly promotional newsletters covering events, classes, dining, and retail sales.
- **Ambassador Program:** Recruited and managed sponsored athlete partnerships; created and administered ambassador contracts; managed social media participation and roster updates.
- **Tech and App Support:** Served as liaison between members and Zenergy's app developers, prioritized and tracked bug fixes, and resolved cross-departmental technology and software issues.

Group Fitness Manager

2/2026 – 5/2026

Zenergy Sun Valley, Ketchum, ID 83340

- **Teams Operations:** Managed daily schedules and coordinated substitutions for a team of 60+ instructors across 85+ weekly classes.
- **Customer Service:** Resolved instructor conflicts and handled member feedback regarding instructors and class schedules.
- **Quality and Inventory:** Conducted monthly audits of class materials, troubleshooted studio audio equipment, and attended classes to evaluate instructional quality.

Member Services

6/2025 – 10/2025

Zenergy Sun Valley, Ketchum, ID 83340

- **Front-Desk Operations:** Welcomed and processed up to 500 members' check-ins daily, managed multi-line phone communications, coordinated bookings, and routed inquiries to appropriate departments.
- **Sales & Café Operations:** Processed retail transactions, restocked inventory, and prepared up to 30 meals daily in a high-volume café environment; maintained facility cleanliness and oversaw lost-and-found.
- **Training & Onboarding:** Trained 5 new employees on operational tasks, customer service standards, and facility procedures.

Animal Research Assistant

8/2021 – 5/2023, 1/2025 – 5/2025

AS-Psychology Research at UVA, Charlottesville, VA 22904-2034

- Operated and maintained scientific and technical equipment to collect physical and behavioral data in compliance with strict research protocols and regulatory standards.

Pool Attendant & Assistant to Manager

5/2023 – 8/2023 & 5/2024 – 8/2024

Elkhorn in Sun Valley, Sun Valley, ID 83353

- **Operations & Leadership:** Developed and coordinated 10 staff schedules to ensure shift coverage and attendance; trained eight new employees on operational tasks, customer service standards, and safety protocols; served as primary point of contact and manager support during absences.

Education

University of Virginia, Charlottesville, VA

8/2021 – 5/2025

B.A. in Anthropology · GPA 3.6

Certifications

- Certified in Microsoft Word, Excel, and PowerPoint
- Highly comfortable with Adobe Photoshop, Adobe Illustrator, AI software, Canva, and Google Software products
- Comfortable speaking, reading, and writing in Spanish