# Emily Frisan

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## Education

The George Washington University                          Washington, DC | Graduated: May 2024
Master of Science in Geography; GPA: 3.94/4.0

- Capstone: *Food for Thought*, a five episode podcast serving as a public awareness campaign to explore the intersections of food, society, and justice
- Relevant Coursework: Agriculture and Sustainable Food Systems; Urban Sustainability; World On A Plate; Geovisualization and Cartography; Qualitative Methods
- Fellowship: Ronald E. McNair Scholar Fellowship, 2022-24

California Polytechnic State University, Pomona            Pomona, CA | Graduated: May 2022
Bachelor of Science in Geography; Minor in Multimedia Journalism; GPA: 3.5/4.0

- Thesis: Conducted research on spatial socioeconomic inequalities of farmer's market in six Southern California counties
- Relevant coursework: Agriculture & The Modern World; Ethical Issues in Food, Agriculture, and Apparel; Climatology; Geographic Information Systems; Urban Geography; Writing for Communication Practitioners; Videography; and News Practicum
- Scholarships: Ronald E. McNair Scholar 2021-2022, Department of Geography Swenson Scholarship Recipient, 2021-2022, Zeta Tau Alpha Long Beach Alumnae Chapter Recognition Scholarship 2021-2022

## Experience

**Digital Marketing Coordinator, American Association of Geographers** | Washington, D.C. and Remote | May 2023 - Present

- Create and disseminate regular communications, including social media and email marketing communications with audiences ranging from 8,000 to 20,000 individuals; average open rate of 46%
- Collaborate, develop, and manage up to three year-round website storytelling initiatives to promote public awareness of the geographic discipline; including communication strategy, drafting correspondence for partners, and brand awareness
- Execute effective recruitment for and supervise a minimum of three interns annually
- Develop educational resources, including the relaunch of "Geography in the News"

**Social Media Manager, George Washington University Department of Geography** | Washington, D,C. | July 2022 - May 2023

- Accomplished cross-platform social marketing campaigns to increase media presence by effective networking and publishing; engagement raised by 30%
- Proposed, conceptualized, and implemented six short video profiles on students and faculty to attract new and prospective majors, uploaded on YouTube and Instagram

**Supervisor of Aquatic Instructional Programs, Cal Poly Pomona** | Pomona, CA | October 2021 - June 2022

- Responsible for providing instructional program oversight and supervision of ten instructors
- Directly supports the Aquatics Coordinator in program development and implementation of overall aquatics operations

**Inclusive NOAA Fisheries Internship (INFISH), National Oceanic and Atmospheric Administration** | Remote | Summer 2021

- Received 10 weeks of experience, including a 2-week ecosystems dynamics course and computational/technical workshops in R, R Shiny, and Geographic Information Systems
- Executed semi-structured interviews with 10 aquaculture experts to analyze perceptions of salmon aquaculture from the West to East coast of the United States; displayed an understanding of complex systems and research experience in a mandatory final presentation

## Professional Skills

**Professional**: Problem solving, project management, staff supervision, confidence in public speaking and engagement, writing and editing
**Geographic Research**: Qualitative interviews; data management; geographic information systems; geovisualization; Adobe Illustrator and Canva
**Media-Communication**: Storytelling implementation, storyboards, video and audio editing, brand awareness, social media marketing

## Academic Publications

Scully, Tara et al., (including **Emily Frisan**). The Climate Reality for Independent Restaurants: A Deep Dive into the Supply Chain and New Economic Realities. 2024. *James Beard Foundation*.

Kansanga, Moses, **Emily Frisan** & Lalitha Shanmugasundaram. Reimagining indigenous food futures: A review of the drivers of the depletion of indigenous foodways in North America. 2024. *Sustainable Futures* [publication forthcoming]

Furey, Lauren, Jason Turcotte, Janean Sorrell, Nadia Urbina, **Emily Frisan** & Nicolas Corrales. Miss(ing) Representation: Examining How Race Shaped News Coverage of Missing Women Surrounding Gabby Petito's Disappearance 2023. *Journalism Practice*