

Emily Cancro

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EDUCATION

University of North Carolina at Chapel Hill, Chapel Hill, NC

Graduation: May 2026

Hussman School of Media and Journalism – B.A. in Advertising and Public Relations

School of Education – B.A. in Human and Organizational Leadership Development

- GPA 3.868

Honors and Awards

- UNC Dean's List Fall 2022, Spring 2023, Spring 2024, Fall 2024, Spring 2025, Fall 2025
- Selected to present at 2023 PIT Research Conference
- 2025-2026 Raleigh Mann Scholarship Recipient

RELEVANT EXPERIENCE

Carolina Athletics, Chapel Hill, NC

January 2026 - Present

Marketing Intern

- Collaborated with Carolina Athletics' marketing team to research, ideate, and execute fan engagement promotions, including giveaways, theme nights, and game-day marketing initiatives across multiple sports.
- Conducted competitive analysis of Power 4 and peer athletic programs by auditing websites, social media, and in-venue experiences to identify best practices in promotional strategy and student engagement.
- Built a comprehensive database cataloging giveaway ideas, promotional timing, opponent impact, and theme nights to support evidence-based decision-making for future initiatives.
- Supported game-day operations and marketing activations while developing strategies to increase student attendance and retention throughout games.

Red Hat, Raleigh, NC

May 2025 - December 2025

Ecosystem Marketing Intern

- Developed an AI-powered knowledge tool in NotebookLM to streamline FAQs for the Ecosystem Marketing Team, ensuring accuracy and alignment by sourcing exclusively from approved materials.
- Managed the creation of unique campaign IDs to ensure accurate tracking of all marketing initiatives.
- Tracked the sponsorship pipeline for Summit Connects through a comprehensive spreadsheet, providing clear visibility into sponsorship status.
- Created sponsorship deliverable materials, such as sponsorship kits and co-branded slide decks, to distribute to Summit Connect Sponsors.

Brasco Marketing and Design, Raleigh, NC

January 2025 - May 2025

Marketing Intern

- Conducted market research for clients to assess viable market and increase brand visibility through PR strategy and social media marketing.
- Utilized Cision to pull UVM and circulation metrics in PR outreach efforts and exported media lists of reporters to reach out to attend client events.
- Coordinated with marketing specialists, project managers, and social media strategists to launch marketing campaigns for various clients.
- Actively participated in weekly team meetings and quarterly company-wide meetings, contributing to brainstorming efforts, the prioritization of projects, and the delegation of tasks.

RELEVANT COURSEWORK

FOX Sports University, Chapel Hill, NC

January 2026 – Present

Member of FOX Sports University Program

- Developing a creative promotional campaign to grow awareness, create hype, and ultimately drive tune-in to FIFA World Cup 26™ across FOX Sports platforms next summer.
- The Fox Sports University program pairs business challenges within the sports marketplace that are relevant to course curricula housed in a variety of top-tier academic institutions.