Emery Porter

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EDUCATION

Southern Methodist University, Cox School of Business — Dallas, TX
Master of Business Administration — May 2026
- GPA: 3.9
- Forte Fellowship

Texas Tech University, Whitacre College of Engineering — Lubbock, TX
Bachelor of Computer Science — May 2021
- Presidential Scholarship, Dean's List all 4 Years

EXPERIENCE

Frito-Lay — Dallas, TX
MBA Marketing Intern, Cheetos Brand Team — Jun 2025 – Present
- Developed and proposed a comprehensive 360-degree Cheetos program for 2027, focusing on enhancing commercial retail engagement and brand visibility.
- Collaborated with sales and portfolio teams to secure program buy-in and ensure alignment with commercial goals.
- Conducted extensive market research, including direct surveys, to identify key consumer trends for program development and execution strategies.

Citigroup — Dallas, TX
Full Stack Software Engineer, Personal Installment Lending — Jul 2021 – Aug 2024
- Coordinated with 5+ teams of designers and engineers to build Citi's new online personal lending platform, going live in 2022, leading to a 12% growth in interest revenue from 2022-2023
- Led a 3-month project to implement module federation in our highest traffic web app allowing for anytime deployment, eliminating 30+ hours a week of wasted time due to missed deployment windows
- Mentored a pod of entry-level developers every 3 months, reducing individual ramp-up time from the industry average of 3 months to only 1 month
- Mentored 4 high-school girls every year as part of Citi's 6-week Women in IT program, giving young girls more opportunities to enter the STEM field

Blink Studios — Dallas, TX
Co-Founder and Lead Engineer — Mar 2020 – Jan 2022
Blink Studios was a self-founded gaming company utilizing data engineering to create highly interactive games.
- Recruited and led a team of 7 developers, writers, and artists to design and develop video games and tooling built in the Unreal Engine
- Created Specular, a tree-based action language for Unreal, enabling our writers to quickly create highly interactive scenes for our in-development games
- Facilitated outreach efforts to gauge consumer and publisher interest, connected with 2 major game publishers and conducted 15+ consumer interviews refining our game designs
- Utilized Click-Up to manage Agile project lifecycles across 3 disciplines, maintaining high accountability and productivity

CornBilt LLC — Dallas, TX
Game Designer — Mar 2019 – Jan 2022
CornBilt was an innovative gaming company building fun, interactive experiences for tabletops and virtual reality
- Conceptualizing, designing, and testing multiple tabletop games with 1-5 teammates, winning awards at CES, QuakeCon and on Kickstarter
- Building proof-of-concepts being presented to 10+ investors, generating funding needed for unannounced projects

ADDITIONAL INFORMATION

Skills: Data Analysis, Project Management, Team Leadership, Full Stack Development
Hobbies: 13th Century German Swordfighting, Improv Comedy, Game Development, Hiking