

Emilia Arnold

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SUMMARY

Skilled content writer and editor, adept at turning ideas and first drafts into cohesive narratives that share compelling information to support brand messaging. Five years' experience creating marketing content and two years' experience in print and online journalism. Strong communicator who thrives working in collaborative environments.

EDUCATION

Arizona State University

BA Journalism & Mass Communication 2007

PROFESSIONAL EXPERIENCE

Content Writer & Editor, Freelance

July 2016 – present

- Worked with clients to create clear narrative from wide-ranging ideas
- Wrote unique content for websites, white papers, blog posts and email campaigns
- Edited long- and short-form blog content for accuracy, clarity and AP style
- Adapted material from subject matter experts to create authority articles in multiple fields
- Optimized project timelines by completing work on deadline, minimizing need for additional edits
- Established brand voice for clients to present succinct and influential messaging

Marketing Consultant, Art of the Table

January 2017 – January 2018

- Curated photos to support marketing projects including social, email campaigns and strategic partnerships
- Wrote and edited copy for website overhaul, PR efforts and special projects
- Directed marketing strategy, branding and external communications
- Promoted events and messaging via social media, partnerships, media outreach and email marketing
- Managed all marketing channels, using social media and email to promote brand goals via storytelling

Marketing Project Manager, Molly Moon's Homemade Ice Cream

April 2013 – February 2016

- Created and managed engaging content for web, blogs, advertising, social media and email campaigns
- Edited all public-facing content, including long- and short-form blog content
- Managed three to four marketing campaigns per month: developed messaging, produced visual assets, managed contract writers, set deadlines and tracked results
- Led multi-team projects and successfully managed timelines and deliverables
- Oversaw all phases of content development including idea-generation, securing approval and publishing
- Built influencer relationships, developed opportunities for strategic partnerships

Content Writer, Bastille Café & Bar

May 2009 – November 2014

- Wrote and edited content for company blog
- Identified compelling stories, conducted interviews, curated images and graphics

Public Relations Associate – Contract, Northwest Polite Society

November 2012 – December 2013

- Managed all aspects of client PR campaigns: wrote pitches and press materials, created editorial calendars, built influencer relationships, tracked and reported results
- Recruited and drafted proposals for new business to win three clients in real estate, restaurants and retail
- Secured variety of coverage in print, broadcast and web to meet key goals of PR campaigns

Account Coordinator – Contract, Green Rubino Public Relations

March – April 2013

- Created blog content for clients in tourism industry; wrote copy, conducted research and interviews to match voice and style of client's brand
- Wrote targeted media pitches and secured coverage in print, online and broadcast outlets

- Managed coverage tracking and reporting for multiple clients

RELATED EXPERIENCE

Reporting Intern, East Valley Tribune

August – December 2006

- Wrote news briefs and articles on deadline for daily newspaper with audience of 90,000 readers

Editorial Intern, Business Journal of Phoenix

May – August 2006

- Wrote news articles and profiles for weekly trade publication with audience of 16,000; frequently translated industry jargon to create easily understandable news copy

Reporting Intern, The Arizona Republic

January – May 2006

- Wrote news briefs and articles, including breaking news, on deadline for daily newspaper with 300,000 readers

City Editor, The State Press

January – May 2006, August – December 2006

- Managed daily news content at student-run newspaper with 20,000 readers
- Managed and trained staff of 12 writers
- Developed relationships, stories and angles with writers
- Edited all content public-facing content out for clarity, accuracy and AP Style