

# Emilia Arnold

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## EDUCATION

### Arizona State University

BA Journalism & Mass Communication

## PROFESSIONAL EXPERIENCE

### Marketing Content Writer, Freelance

*July 2016 – present*

- Drafted copy for a variety of channels including blogs, recruiting, email campaigns, social and web
- Collaborated with clients to understand business strategies and initiatives; translated knowledge to create compelling copy
- Worked with subject matter experts to gather information, synthesize business and growth concepts to write original content, drive audience engagement and build trust
- Managed the entire copy development process including strategy, seeking stakeholder input, review, production timelines and quality assurance
- Conducted internal and external research to create cohesive narratives from wide-ranging ideas

### Copywriter – Contract, Amazon Meal Kits

*February – April 2019*

- Supported new product development by writing, editing and refining recipes for meal kits
- Planned, drafted, edited copy and synthesized feedback for onboarding guides and internal style guide
- Shifted workload and priorities to support team needs and adjust for competing deadlines
- Collaborated with product manager, product developer and producer to ensure deadlines were met
- Applied and maintained consistency with content standards, brevity and known customer preferences/point of view

### Marketing Consultant, Art of the Table Restaurant

*January 2017 – January 2018*

- Directed marketing strategy, branding and communications during key period of expansion
- Wrote and edited copy for website overhaul, public relations efforts and social
- Managed all marketing channels, using social, events and email to promote brand goals

### Marketing Project Manager, Molly Moon's Homemade Ice Cream

*April 2013 – February 2016*

- Created polished, engaging copy for all marketing projects; wrote and edited copy for web, blogs, ad campaigns, social, email campaigns and press materials
- Supported CEO on all communications during campaign for \$15 minimum wage, drafting talking points, bylined articles, tweets and internal updates
- Directed communications strategy during product recall; drafted quick, informative copy for public and employees in high-stakes, time-sensitive environment
- Led creative brainstorming sessions for naming, taglines and mission-based messaging; gathered and reviewed input, translating ideas into usable copy
- Managed media relations and outreach; wrote media updates, pitches, bios, Q&As, profiles
- Led multi-team projects and successfully managed timelines and deliverables via concise communication and close attention to details and deadlines

### 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
- 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

**Content Writer & Server, Bastille Café & Bar**

*May 2009 – November 2014*

- Created content for company blog; identified compelling stories, interviewed chefs and purveyors
- Staffed two to four private events per month, with responsibilities for planning setup and breakdown
- Maintained excellent customer service and problem-solving skills in fast-paced environment

**RELATED EXPERIENCE**

**Independent Blogger, various projects**

*January 2007 – November 2011*

- Created blog content focused on travel, cooking, dining and relationships
- Used blogs to hone writing style; experimented with multiple genres including humor, recipe writing, travel guides and personal narrative

**Editorial Intern, Business Journal of Phoenix**

*May – August 2006*

- Wrote news articles and profiles for weekly trade publication with audience of 16,000; developed story angles relating to industries such as medical research, education, communications and non-profits

**Reporting Intern, The Arizona Republic**

*January – May 2006*

- Covered breaking news stories and wrote news and feature articles at daily newspaper for an audience of more than 300,000

**City Editor, The State Press**

*January – May 2006, August – December 2006*

- Managed news content at student-run daily newspaper; hired and managed staff of 12 student reporters
- Trained reporters on journalism basics such as identifying newsworthy stories, gathering information, writing for mass audiences and journalism ethics
- Edited news articles for content and style with strong attention to grammar, spelling and accuracy