

Emily Wilson Content Marketing Writer & Editor

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EXPERIENCE

Galvanize & Tech Elevator – *Content Writer/Marketing Manager*

March 2021 – Present (Remote)

- Create and implement content marketing plans to promote both brands' software engineering courses and reach enrollment goals.
- Content writing/editing projects include regular blog posts, web copy, presentation decks, newsletters, case studies, brochures, course materials, and alumni success stories.
- Work with in-house teams (including various subject matter experts, graphic and UX designers), as well freelance writers, outside content partners, and agencies to reach SEO and content goals.
- Create and maintain company style guide for all public-facing content; perform regular audits of website copy to ensure consistency.

Freelance Writing, Editing, & Project Management

June 2017 – March 2021 (Remote + in-person in South Carolina)

- Marketed myself by building a portfolio website, networking, and seeking informational interviews in order to engage clients across healthcare, education, audiobooks, petcare, and technology.
- Content writing/editing projects included blogs, website copy, ebooks, social media copy, email marketing, presentation scripts, and more.

Metis

June 2017 – Sept. 2020 (Remote) – *Marketing Content Writer (Part-Time)*

- After moving out of NYC, I transitioned to a part-time, remote role focused on blog writing and editing.

Oct. 2015 – June 2017 (NYC) – *Sr. Content Editor/Marketing Manager*

- Created and implemented digital marketing campaigns on website, blog, social media, and email.
- Managed and executed editorial projects large and small, including full website reorganization and rewrite, curriculum updates, a thought leadership blog series, and more; managed freelance writers.

EDUCATION

University of Southern California – *M.A. in Online Journalism*

August 2010 – May 2012 (Los Angeles)