

Emily A. Clements

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BUZZFEED INC., NEW YORK, NY - Internet News Media Company

SENIOR WRITER, BRANDED CONTENT - MAY 2021 - AUG 2025

- Led branded marketing campaigns for BuzzFeed and HuffPost by working with Creative, Sales, Design, Distribution, and Legal teams.
- Crafted and revised strategic pitches in pre-sale to improve sell-through rates.
- Created a variety of content types, including articles, quizzes, long-form essays, talent interviews, microsites, display units, short-form video, and creator content in post-sale.
- Oversaw BuzzFeed Editorial Sponsorship opportunities from pitch to publish, collaborating with Editorial teams.
- Evaluated performance data and audience engagement to improve BuzzFeed's branded offerings.
- Utilized AI tools to assist in content creation.

VAYNERMEDIA, NEW YORK, NY - Digital Ad Agency

COMMUNITY MANAGER & COPYWRITER, MAR 2019 - APR 2021

- Produced "always-on" social content for PepsiCo brands.
- Engaged with fans through consistent community management across multiple platforms
- Formulated response matrices for large-scale events, such as new product launches, partnership announcements, and the Pepsi Super Bowl Halftime Show.
- Managed evergreen and campaign content calendars for PepsiCo.
- Tracked social trends to execute daily, real-time opportunities for Pepsi's social channels.
- Utilized analytics tools to curate and track the success of organic content.
- Collaborated with the larger PepsiCo team to write and pitch full-length campaigns.

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BRANDED WRITER, AUG 2016 - JAN 2019

- Wrote authentic, shareable, branded content that met the need of a client's RFP while staying true to the BuzzFeed voice.
- Pitched product mix recommendations based on RFP objectives.
- Developed ad products such as Instagram stories utilizing creator talent, turnkey display units, and custom social assets.
- Assisted Design team in creating assets (GIFs, thumbnails, and social) to use in pitches and branded content.

AQUINAS COLLEGE BA ENGLISH LITERATURE, MINORS: CREATIVE WRITING & JAPANESE

2015

SKILLS

Google Suite

Community Management

Photoshop

Open AI

Copywriting

Social Listening

Strategy Development

Project Management
