**EMILY A. CLEMENTS**

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**Work Experience:**

**VaynerMedia, New York, NY ­–** *Digital Ad Agency*

***Copywriter/Community Manager,*** *March 2019 – Present*

* Create engaging always-on social content for PepsiCo brands catered to a variety of audiences.
* Track social trends to execute relevant daily real-time opps for Pepsi social channels.
* Utilize data/analytics tools to curate content and track the success organic content.
* Develop Pepsi tone through consistent community management.
* Collaborate with PepsiCo teams to write and pitch full-length campaigns.

**BuzzFeed.com, New York, NY** – *Internet News Media Company*

***Creative Writer,*** December 2017 – January 2019

* Served as lead writer over the course of large-scale campaigns.
* Collaborated with strat/sales teams to develop product mix recommendations to meet RFP objectives.
* Produced ad products such as Instagram stories utilizing influencer talent, turnkey display units, and custom social assets.
* Incorporated data/analytics into pre and post sale processes to optimize content for specific audiences.
* Directed branded photo shoots under the CPG: Food/Bev verticals.

***Associate Creative Writer,*** August 2016 – December 2017

* Created authentic, shareable, branded content for BuzzFeed audiences.
* Represented Creative during kick off calls, in-person client pitches, and brainstorms.
* Developed design skills such as GIF, photo, and video editing.
* Executed custom illustrated and animated products in collaboration with design leads.

**Other Experience:**

**Aquinas College, Grand Rapids, MI**

***Homestay English Teacher, Tokyo, Japan,*** June 2015 – September 2015

* Provided daily, specialized English lessons for a Japanese entrepreneur and his family.
* Translated and proofread documents and emails.

***Writing Center Peer Consultant,*** September 2013 – May 2015

* Assisted writers in brainstorming, writing, revising, and polishing of papers.
* Facilitated dialogue with writers to develop craft and gain confidence in writing.

**Education:**

**Aquinas College**, Bachelor of Arts, Magna Cum Laude, 2015

**Major:** English Literature // **Minors:** Creative Writing & Japanese

**Related Skills**

Adobe Creative Suite, Google Suite, Microsoft Office, Twitter Analytics