



Emily A. Clements



Creative

Work Experience

● BuzzFeed Inc., Senior Writer, Branded Content

New York, New York, 2021-Present

- Serve as project lead and writer on BuzzFeed, HuffPost, and Complex branded campaigns.
- Strategized with teams to craft data-driven pitches in pre-sale and execute programs in post-sale.
- Oversee BuzzFeed Editorial Sponsorship campaigns in collaboration with editorial, sales, design, and distribution teams.
- Evaluate performance data to improve BuzzFeed branded offerings.
- Utilize AI tools in branded content creation.

○ VaynerMedia, Copywriter & Community Manager

New York, New York, 2019-2021

- Created always-on social content for PepsiCo brands.
- Coordinated evergreen and campaign content for PepsiCo social calendars.
- Tracked social trends to execute daily, real-time opps for Pepsi social channels.
- Utilized analytics tools to curate content and track the success of organic content.
- Worked across PepsiCo teams to write and pitch full-length campaigns.

○ BuzzFeed Inc., Branded Writer

New York, New York, 2016-2019

- Served as lead writer over the course of co-branded campaigns.
- Produced ad products such as Instagram stories utilizing creator talent, turnkey display units, and custom social assets.
- Incorporated data/analytics into pre and post sale processes to optimize content for target audiences.
- Collaborated across teams to develop product mix recommendations based on RFP objectives.



About Me

Hiya, and welcome to my resume!

My name is Emily and I'm a NYC-based creative. I'm a Swiss Army Knife of branded content with 7+ years of industry experience, creating viral listicles and quizzes, hit tweets, snappy social copy, concise strategies, and engaging pitches from start to finish.

Check out my website to peek all the fun stuff I've worked on!

Education

○ Aquinas College

Bachelor of Arts, 2015

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

Let's Connect!



[LinkedIn](#)



eac8123@gmail.com



emilyaclements.com

