

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 BuzzFeed and HuffPost branded campaigns from pre-sale pitch to post-sale execution.
- Translated RFPs into engaging strategy and product mix recommendations in collaboration with Sales, Account, and Distribution teams.
- Produced narrative-driven content across multiple verticals that spanned co-branded, editorial, social, creator, commerce, and video formats.
- Evaluated campaign performance data to improve branded offerings and increase sell-through rates.
- Managed Editorial Sponsorship products and educated brand partners on strategically aligning with trending, organic content across BuzzFeed platforms.

VAYNERMEDIA, NEW YORK, NY - Digital Ad Agency
COMMUNITY MANAGER & COPYWRITER, MAR 2019 - APR 2021

- Owned campaign and always-on social content calendars for PepsiCo brands.
- Tracked social trends to execute real-time opportunities on Pepsi social channels.
- Championed Pepsi fans through daily, multi-channel community management.
- Developed strategies for large-scale events such as product launches, partnership announcements, and the Pepsi Super Bowl Halftime Show.
- 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 balanced the needs of a client brief with the unique BuzzFeed voice and tone.
- Pitched product mix recommendations and concepts to tell a brand story that resonates with audiences.
- 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	Copywriting	Adobe Creative Suite	AI Tools	Social Listening	Creative Strategy
	Brand Voice Development	Community Management	Creative Direction	Multi-Channel Marketing	Internet Connoisseur