

# 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 social, video, and creator formats, focusing on turning brand stories into shareable moments for audiences.
- Integrated AI insights and LLMs into the creative process to brainstorm, develop, and scale high-impact branded content strategies.
- Evaluated campaign data to refine branded offerings and optimize for audience resonance.
- 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**

- Partnered with large-scale internal teams to write and pitch "always-on" social content calendars and full-length campaigns.
- Tracked social trends to execute viral, real-time opportunities for Pepsi social channels.
- Championed Pepsi fans through daily, multi-channel community management.
- Developed strategies for major brand moments like product launches, partnership announcements, and the Pepsi Super Bowl Halftime Show.
- Used analytics tools to track social trends and curate organic content that drove measurable brand sentiment.
- Collaborated with the larger PepsiCo team to write and pitch full-length campaigns.

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

**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.

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

**2015**

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<b>SKILLS</b>	Copywriting	Adobe Creative Suite	AI Tools	Social Listening	Creative Strategy
	Brand Voice Development	Community Management	Creative Direction	Multi-Channel Marketing	Internet Connoisseur

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