

Emma Sweeney.

Haddonfield, NJ
ekosullivan@gmail.com
(908) 285 3326
/emmawritescontent
emmawritescontent.com

Experience.

Advertising Specialty Institute

Director of Custom Content July 2025 - Present

- * Leads creative planning for an online content library of marketing materials including sales sheets, emails and social media
- * Directs and executes content marketing campaigns including landing pages, emails, podcasts and webinars
- * Supervises project execution and delivery to adhere to internal and external deadlines and requirements
- * Analyzes campaign performance and identifies solutions to ensure optimal opens, clicks and downloads

Senior Manager of Content Marketing April 2022 - July 2025

- * Oversaw creative direction for content marketing campaigns, encompassing both digital and print advertisements
- * Collaborated with clients to identify brand strengths and determine content strategies to maximize leads and engagement
- * Partnered with internal design teams to review creatives and provide guidance on brand themes and key concepts
- * Managed and mentored seasonal interns on effective content marketing strategies and copywriting best practices

Manager of Branded Content Nov 2017 - April 2022

- * Conceptualized and wrote multi-channel content marketing campaigns for web, email, social, print and video
- * Consulted with clients to develop customized content marketing strategies specific to their brand goals
- * Coordinated with design and production teams to ensure timely and successful project execution
- * Evaluated campaign performance data to identify successful strategies and areas of opportunity

Unique Industries

E-Commerce Content Coordinator July 2016 - Nov 2017

- * Reviewed and edited team work to ensure grammatical correctness and accuracy of information
- * Trained new writers on brand style guide, key selling points and optimal messaging strategies
- * Researched upcoming industry trends to develop compelling titles and descriptions for new products
- * Developed product and webpage copy for major e-commerce retailers such as Amazon, Walmart and Michaels

E-Commerce Content Writer Nov 2015 - July 2016

- * Researched and developed content for renowned licensors such as Disney, Nickelodeon and Dreamworks
- * Crafted engaging product descriptions for items featured on Amazon, Walmart and Michaels
- * Created meta data for online product listings, including title, description and taxonomy fields
- * Collaborated with photography and merchandising teams to develop original blog on the Trolls movie franchise

NetExir

Content Writer Nov 2014 - Nov 2015

- * Developed SEO-friendly site and blog content for internal company website and external client websites
- * Researched and developed SEO meta tag recommendations specific to client requirements
- * Coordinated and organized projects to meet deadlines and ensure a timely completion schedule
- * Managed company Twitter account and created content posts for Facebook and LinkedIn

Education.

Drexel University Sept 2010 - June 2014

- * Bachelor of Art in English
- * Minor in Fine Arts
- * Certificate in Creative Writing & Publishing
- * Sigma Tau Delta English honor society

Cornell University Jan 2021 - April 2021

- * Certificate in Brand Management