

# Emma Sweeney.



## 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 ecommerce 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

### NetElixir

#### 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