

EMILY WILLIAMS CONTENT MARKETER & LIBRARIAN

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Portfolio: <https://emilyannwilliams.journoportfolio.com/>

EXPERIENCE

CONTENT MARKETER, LIBRARIAN, AND COPYWRITER

Hawk Ridge Systems, July 2023 - Present

Supported three business units with content marketing and copywriting for 3D printing and manufacturing software and hardware. Created customer profiles, USPs, and content for marketing initiatives across various platforms. Analyzed content performance to drive marketing strategy.

DIGITAL ASSET MANAGER AND COPYWRITER

Planet Labs, April 2022 - July 2022

Managed Adobe Experience Manager Assets, optimized content workflows, and supported asset distribution.

IMPLEMENTATION CONSULTANT, DAM MANAGER, THEN HEAD OF CONTENT

Bynder, February 2015 - February 2022

Started as an implementation consultant for major brands, transitioned to head of content marketing, managing a team and localizing content.

DIGITAL ASSET MANAGER/LIBRARIAN

JCPenney, October 2013 - January 2015

Managed a large digital asset library, improving content findability and workflow efficiency.

GRADUATE ASSISTANT AND PROJECT ARCHIVIST

Carl Albert Center, The University of Oklahoma, August 2012 - September 2013

Processed and preserved archival records, developed digitization workflows, and managed research requests.

EDUCATION

MLIS

Archives Specialization, The University of Oklahoma, 2014

BA PSYCHOLOGY

The University of Central Oklahoma, 2012

SELECTED PUBLICATIONS & CONFERENCES

DAM for Dummies, Bynder Blog, CMSWire Contributor

Presented at Henry Stewart DAM, DCMI, and other conferences on digital asset management and metadata.

REFERENCES

Available upon request.