



Emma Atkinson

WRITER & EDITOR

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🐦 @emmameg

🌐 [Emma Atkinson](#)

CAREER

MARCH 2023-

PRESENT

Freelance
Remote

SOCIAL MEDIA & WEB CONTENT MARKETING COORDINATOR

- Create research-based social media content
- Use MailChimp to write and produce weekly newsletters
- Use EveryoneSocial and Agorapulse to create and schedule daily social media posts and employee advocacy content
- Create web content for small businesses using SEO strategy

JULY 2022-

PRESENT

University of
Denver
Newsroom
Denver, Colo.

MARKETING & COMMUNICATIONS WRITER, PODCAST HOST

- Research, plan and write audience-relevant content for DU-owned digital channels and print publications
- Develop, research, fact-check and write feature-length articles and thought pieces for the DU Magazine and annual report
- Initiate and spearhead special team projects such as coverage of branded events.
- Produce, oversee the execution of and create content for RadioEd, DU's podcast aimed at sharing the university's expertise and contributions to the world's knowledge base

NOV. 2021-

JULY 2022

Ragan
Communications
& PR Daily
Remote

B2B STAFF CONTENT WRITER, ASSOCIATE EDITOR

- Pitched and produced 4+ pieces of reported, original content for [Ragan.com](#) and [PR Daily](#) on a weekly basis
- Edited colleagues' work for content and AP Style
- Wrote and edited sponsored content
- Analyzed and filtered key learnings from industry research
- Assisted in producing conference sessions and booking speakers
- Collaborated with marketing and digital teams to enhance brand offerings

AUG. 2018 -

JULY 2021

WFIU/WTIU
News
Bloomington, Ind.

RADIO & DIGITAL JOURNALIST

- Oversaw 100% of the newsroom's web presence, including CMS, Twitter and Facebook
- Managed outreach for WFIU's community journalism initiative, "City Limits," yielding thousands of questions
- Filed original daily & feature content for web, radio and TV as part of a statewide network
- Produced & anchored regional All Things Considered & Morning Edition newscasts
- Edited & published 25 reporters' web, social and digital content
- Oversaw 3+ student interns per academic semester

SKILLS

Writing, editing, copy editing, interviewing, media relations, email marketing, social media management, audio editing, podcasting, AP Style, NPR Style, NPR cross-posting, podcast production & promotion

PROGRAMS

Adobe Suite (primarily Audition, Photoshop, Premiere & InDesign), Microsoft Suite, Google Suite + Google Analytics, Hearken, Chartbeat, Flourish, MailChimp, Agorapulse, EveryoneSocial, Instagram, Twitter, Facebook, LinkedIn, TikTok

AWARDS

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- 2020 [Regional Edward R. Murrow Award for Best Social Media](#)
 - 2020 [Regional Edward R. Murrow Award for Best Continuing Coverage](#)
 - 2019 Indiana SPJ 1st and 2nd Place Awards For Student Radio Features Reporting

EDUCATION

2019

INDIANA UNIVERSITY

Bachelor of Arts in Journalism