

EMMA WILDER

ABOUT ME:

I am a digital content specialist with a creative flair and a keen eye for detail. A hardworking, conscientious and outgoing person, I complete tasks efficiently and to a high standard. I have a natural affinity for written and verbal communication and pride myself on constantly developing creative and effective ideas without sacrificing brand identity or technical value.

KEY SKILLS:

- Integrated content strategy
- B2B and B2C copywriting
- Organic & paid social media
- Influencer marketing
- Google Analytics certified
- CMS proficient
- Reporting and analysis
- Independent research

INTERESTS:

ABRSM Grade 8 Flute & Singing

Outside of work, I am a keen writer with my own blog and social following. I am a season ticket holder at Southampton FC, a true book enthusiast and a dog lover at heart.

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CAREER HISTORY

December 2018 - Present

Content Editor | Hyve Group

- Leading on content creation and strategy.
- Manager of the Junior Content Producer.
- Brand and tone of voice development.
- Producing SEO-led blog content. I have **increased traffic to blogs by over 300% on average.**
- Copywriting for emails, brochures, whitepapers and digital advertising.
- Video, photography and design briefs.
- Producing monthly editor's newsletters, reaching **over 179,000 subscribers.**

March 2018 - December 2018

Digital Content Executive | Lumity

- Created content including blogs, infographics, interactive content campaigns, social media and PPC copy and web pages.
- Reported on content activity and online user behaviour.
- Shopify CMS management including product and content uploads.
- Managed SEO, PPC and Affiliate agencies.

May 2016 - March 2018

Content Executive | Cobb Digital

- Developed integrated, cross-platform content and social media strategies.
- Created and scheduled web copy, editorial and social for clients and the agency itself.
- Content and website management across a number of CMS systems, including WordPress and Shopify, as well as bespoke websites.
- Ran content and tone of voice workshops for clients.

EDUCATION

September 2017

Chartered Institute of Marketing Certificate in Professional Marketing

I undertook three modules, Professional Marketing, Digital Marketing and Integrated Communications, and achieved a **Distinction.**

September 2012 - April 2016

University of Kent University of South Carolina English and American Literature BAHons

I graduated from the University of Kent in 2016 with a **first-class honours degree** in English and American Literature. I also spent a year at the University of South Carolina, completing my exchange with a **97% average grade.**