



# EMILY PECOT

Marketing & Communications Specialist

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## Summary

Versatile and imaginative creative professional passionate about amplifying organizations with distinct, well-executed projects. Adept at developing engaging, multi-channel content strategies to elevate brand visibility, connect with diverse audiences, and support organizational goals. Skilled in combining creativity with data insights to optimize content performance and public engagement.

## Competencies

- Project Management
- Content Writing
- Multi-Channel Marketing
- Social Media Management
- Public Speaking
- Web Development/Analytics
- Research
- Email Newsletters
- Graphic Design
- Brand Development
- Digital Strategy
- Interviewing
- Editing
- Photo/Video
- Print Materials

## Experience

### Communications and Marketing Coordinator / Community Health Law Project

*June 2024 – Present*

Spearheaded communications initiatives to strengthen brand awareness, user engagement, and resource accessibility across platforms.

- Developed and implemented multi-channel content strategies aligned with organizational objectives, including email marketing, social media campaigns, and website updates.
- Collaborated cross-departmentally to produce high-quality, targeted content for events, fundraising campaigns, and program promotion.
- Integrated data-driven insights to monitor content performance, refine messaging, and optimize engagement.
- Created dynamic and accessible storytelling materials, connecting with diverse stakeholders to amplify CHLP's mission and services.

### Marketing Manager / Real Estate

*March 2017 – Present*

Served as marketing manager for a growing boutique real estate brokerage undergoing a brand relaunch. Conducted in-depth research on market trends and industry news to craft impactful deliverables for print and digital marketing, signage, and informational materials.

- Significantly elevated social media presence, fostering increased engagement with diverse audiences seeking goal-specific assistance.
- Established a compelling brokerage brand voice through strategic print and digital marketing, including creating an eye-catching company logo.
- Spearheaded a successful website rebuild, incorporating user-focused SEO content, data-driven research, and thoughtfully curated imagery.
- Demonstrated meticulous entrepreneurial skills, ensuring compliance with national and local real estate regulations through detailed documentation and file management.

### Contributing Writer, New Jersey State Bar Foundation

*December 2019 – December 2024*

Developed articles for youth-focused quarterly newsletters distributed to more than 1,500 K-12 schools across New Jersey. Analyzed complex current affairs related to constitutional law and interviewed subjects with niche expertise.

- Consistently featured as lead story with well-researched, astute, and clean copy.

### Copy Editor, BetMGM

*January 2023 – November 2023*

Effectively performed copy-editing duties on high-visibility ongoing, multi-channel B2C promotional campaigns. Applied an adaptive approach to revise materials for style, clarity, and compliance requirements in a highly regulated and evolving industry. Constructively coordinated with writers and graphic designers under senior stakeholder directives to ensure clean, persuasive copy.

- Successfully spearheaded content and design objectives for a conceptual Super Bowl LVIII marketing pitch deck presented before C-suite executives.
- Fostered relationships across a growing organization and participated in DEI employee groups, to understand the customer journey, the range of deliverables, and company operations.

### Junior Interior Designer/Communications Assistant, DBK Home

*July 2021 – May 2023*

Served as a valued principal assistant within a boutique firm, spearheading design proposals, vision boards, and related conceptual materials for luxury residential projects. Reliably sourced cohesive and aesthetically pleasing product selections, coordinating with multiple trade vendors and clients.

- Improved database organization, optimized website elements, crafted marketing materials, and curated portfolio images.
- Managed industry-specific B2B and B2C platforms, including a major provider overhaul.

### Education Advocate, Jersey City Together

*January 2018 – May 2020*

Led efforts to improve education within a 30,000-student public school district through public speaking, high-level leadership meetings, and digital outreach efforts to galvanize stakeholders.

- Utilized multi-faceted accountability and equity plans to increase funding by more than \$100 million collaboratively and spurred a special education department audit.

## Technical Skills

- |                           |                   |                    |
|---------------------------|-------------------|--------------------|
| • Microsoft Office Suite  | • Canva           | • Constant Contact |
| • Word, Excel, PowerPoint | • Squarespace     | • CRM Software     |
| • SEO Tools & Analytics   | • Adobe Workfront | • Asana/Trello     |

## Education

Bachelor of Arts – University of Colorado

Front-End Web Development – General Assembly

Copywriting for Marketing – Hudson County Community College

## Portfolio

[www.emilypecot.com](http://www.emilypecot.com)