

## Emma Segrest

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### RELEVANT EXPERIENCE

#### **Audience Development Specialist, *Static Media***

May 2024- Current date

- Oversaw the creation and development of story ideas generating 1.8 million monthly hits across 5 food brands.
- Pitched 20 daily stories across company brands for freelance pool, with a focus on food, breaking news and commerce.
- Wrote SEO optimized food and commerce content across brands to grow audiences and develop brand voice.

#### **Journalist, *Self Employed***

May 2023- Current date

- Exceeds deadlines with 60+ original reported news and feature stories for publications such as *Le Mile*, [Women.com](#), [ArtRKL](#), [Citybeat Cincinnati](#), [Whitehot Magazine](#), and [Tasting Table](#).
- Pitch and write original features, profiles, and breaking news stories for audiences of over 45 million.
- Captured and edited 40+ photos and videos for social media campaigns across various publications using Adobe Photoshop and Adobe Audition.
- Developed a writing beat focused on Arts & Culture, curating deep industry relationships with leading figures in various creative avenues.

#### **Features Editor, *The News Record*, Cincinnati**

August 2021- May 2022

- Wrote articles for the features section aimed at a college-aged audience of 40,000, with special attention to the narrative, SEO compatibility and fact-checking process of writing stories.
- Pitched 5 weekly stories that fit the audience and interests of the paper with clarity and attention to detail.
- Drove website traffic up 20% with compelling news stories in a culture-focused beat.
- Lead a team of 10+ freelancers to facilitate content and serve as a point of contact.

#### **Editorial Intern, *VMSD Magazine*, Cincinnati**

August 2021- Dec. 2021

- Wrote 5 weekly news briefs for the “Headlines” section of the website, with emphasis on developments in retail news and merchandise, interviewed brands such as Tommy Hilfiger, Dior, GAP, and Coach about merchandising design.
- Produced daily content for social media and captions for photo galleries on the website.

#### **Editorial Intern, *Women of Cincy*, Cincinnati**

August 2020- May 2021

- Provided first edits for 4 weekly articles for fact checking, grammar and AP style, researched potential story ideas, contacted sources as needed.
- Wrote original content for the weekly newsletter highlighting recent stories, company accomplishments, and building audience connection.

### EDUCATION

#### **Bachelor of Arts, Journalism and English, *University of Cincinnati***

- Minor in Political Science, Certificate in Literary Journalism and Statistics, GPA 3.67
- Relevant Coursework: Magazine Writing, Feature Writing, Creative Nonfiction, Visual Reporting

### HONORS, AWARDS, AND SELECTIONS

- Top honors at Asheville Fringe Theatre Festival
- Stewart and Anna Morgan scholarship for outstanding student in English.

**SKILLS:** Fact checking, SEO Optimization, Google Analytics, Adobe Creative Suite, Google Suite, Microsoft Office, Audio Journalism, Interviewing, AP Style, HTML, Social Media Content Creation, Video content creation