

# Emily Lentz

## Digital Marketer and Copywriter

I am a passionate copywriter and communications coordinator with over six years of freelance and full-time experience. My skills come from a variety of different jobs, including two years of newsroom experience as a journalist, four years as a copywriter and content manager for a variety of brands, and over four years as a full-time digital engagement coordinator and marketing associate in the wildlife conservation field.



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## Education

University of Missouri- 2020

*Bachelor's Degree in Journalism*

*Minor in French Language*

## Relevant Skills

Proficient in Adobe Suite, particularly

- InDesign
- Illustrator
- Premiere Pro
- Lightroom
- Audition

Familiarity with AP style for use in copywriting and editing.

Social media strategy.

Research and interpretation of technical topics for readers at all levels.

Online data analytics, familiarity with CRM databases.

Interpretive signage and content creation and implementation.

Creative skills for inception of advertising, outreach and educational materials.

## Work Experience

**Fossil Rim Wildlife Center | Oct 2021 - Present**

Marketing Associate (Present)

Digital Engagement Coordinator (2021-2025)

- create social media posts across platforms
- write and publish blogs/ digital magazine
- find new ways to disseminate informational and educational outreach materials to the public
- update website and signage when necessary.
- track analytics across platforms and interpret findings.

**Sitefulia | Feb 2021 - 2023**

Freelance Social Media Content Creation, Blogs and PR

- create social media posts for various clients
- write, proofread and edit captions.
- write PR articles
- research, write and edit blog posts.

**Independent Freelance Work | Sept 2020 - present**

Freelance Marketing and Social Media

- create daily social media content consistent with client's brand aesthetic.
- pitch content ideas
- help client write and edit website copy

**Vox Magazine | Aug 2019 - May 2020**

Digital and Print Editor (student run position)

- pitched and executed stories for print
- edited completed work for grammatical and usage errors
- ran social accounts and tracked weekly analytics.
- communicated with team leaders and members