

EMILY JEWELL DUNN



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PROFILE

Data-driven, human-centered content strategist, content marketer, writer, and editor with 6+ years strategizing, producing, and launching meaningful digital experiences that enhance brand equity, user experience, and customer loyalty. Leveraging my master's degree in psychology, my approach is collaborative and cross-functional in order to glean the most relevant insights to help drive strategies rooted in real, human behavior and needs.

SKILLS & TOOLS

Adobe Creative Suite • HubSpot • Google Analytics • Trello • Miro • CMS Management • Copywriting & Editing • Research • SEO • Content Audits & Analysis • Content Mapping & Modeling • Content Planning & Sourcing • Conversational Design • Information Architecture • UX Writing • Human Centered Design Thinking • Systems Thinking

PROFESSIONAL EXPERIENCE

CONTENT & MARKETING MANAGER

AUG 2020 – SEPT 2021

Substantial, a Digital Innovation + Build Studio

- » Oversaw the day-to-day management of Substantial.com
- » Sourced, assisted in crafting angles, and edited Insights submitted by subject matter expert practitioners
- » Operated as a social media manager: strategized, sourced, and wrote content for Twitter, LinkedIn, and Instagram; oversaw paid media budget
- » Systemized content operations, created editorial calendar, and defined success metrics that aligned with company priorities
- » Researched and implemented SEO strategy across web and social channels
- » Contributed UX writing and copy editing to client solutions, working with organizations such as Airbnb, Jane, and The Gates Foundation
- » Collaborated on the concept, production, and launch of brand podcast: Optimistic Design
- » Managed freelance graphic designer, ensuring visual alignment with brand and style guidelines
- » Partnered with development to improve the accessibility, inclusion, readability, and translatability of website and product content

COPYWRITER, EDITOR, & CONTENT MANAGER

SEPT 2017 – AUG 2020

Emily Jewell Initiatives, LLC

- » Freelancer and small business owner focused on supporting individuals, small businesses, and nonprofits in creating, building, and amplifying their brands
- » Wrote, edited, and created original marketing materials and assets using all relevant style guides
- » Helped clients identify brand voice through discovery sessions and applied that voice in impactful messaging
- » Edited digital content, memos, white pages, decks, and case studies for digital content marketing agencies and personal clients
- » Optimized sales funnel (conversion increased by 200%) for one particular online start-up by (i) re-writing all marketing content, including website copy, promotional video scripts, social media posts, and email templates; and (ii) producing new video content
- » Marshalled comprehensive event and project management for creative events and nonprofit fundraisers; including design, production, and promotion

CHILD & FAMILY THERAPIST

MAY 2013 – JUNE 2017

Children's Crisis Outreach Response System (CCORS), YMCA of Greater Seattle

- » Maintained a full clinical caseload working with diverse, multilingual, under-resourced communities
- » Responsible for new client intake, delivery of assessments, treatment plans, and post-treatment write-ups
- » Ensured effective communication of treatment plans between medical providers, schools, and family members
- » Managed clinical service team and internship program, implementing multiple initiatives that improved culture and organizational efficiencies
 - Developed and wrote operational manual for CCORS clinical internship program, resulting in improved program feedback scores
 - Designed and launched peer-led case consultation group offering clinicians a structured environment to collaborate and receive needed support

PROFESSIONAL EXPERIENCE – CONTINUED

BUSINESS DEVELOPMENT & ADVANCEMENT FELLOW

AUG 2011 – AUG 2012

The Seattle School of Theology & Psychology

- » Dual-functioning role supporting VP of Advancement with donor development and event management of 300+ person thought-leadership conference (Inhabit Conference, 2012)
- » Wrote personalized donor letters, crafted compelling stories of student life, and prepared detailed talking points and donor profiles for engagement and fundraising efforts
- » As Executive Producer for 2012 Inhabit Conference, spearheaded the 10-month conference planning process
 - Managing \$30K budget
 - Fostered relationships with media partners and prepared conference press releases and media handouts
 - Recruited, trained, and oversaw event volunteers
 - Created and executed marketing strategy for conference, including the production of various campaign assets, such as signage, blog posts, videos, tweets, and other promotional content
 - Analyzed post-event success metrics and prepared 450+ page event playbook for future conferences

EDUCATION

MASTER OF ARTS, COUNSELING PSYCHOLOGY

The Seattle School of Theology & Psychology (2013)

BACHELOR OF ARTS, ENGLISH

Minor in Communications

Texas A&M University (2010)

CONFERENCES & CONTINUING EDUCATION

DESIGN & CONTENT CONFERENCE (DCC)

July 21 & 22, 2021

CONFAB

May 5-7, 2021

SCHOOL OF VISUAL CONCEPTS

Courses: "Project Management for the Web" & "How to Manage Creative People" (2018, 2019)

INTERESTS

- » Cooking and food history
- » Avid reader
- » WNBA fan
- » Urban environmentalism
- » Cat mom
- » Human rights for all

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