

# BRYCE EMLEY

## PROFESSIONAL SKILLS

Copywriting  
Corporate blogging  
Digital marketing  
Email marketing & list management  
Marketing collateral creation  
Project management  
SEO  
Social media engagement  
Web content development

## PERSONAL APTITUDES

Accountability  
Attention to detail  
Collaboration  
Creativity  
Desire & ability to learn  
Organization  
Problem solving  
Time management

## DIGITAL TOOL BELT

Adobe Acrobat  
Adobe InDesign  
Canva  
Constant Contact  
Google Analytics  
Hootsuite  
Loomly  
Microsoft Office Suite  
WordPress

## CONTACT

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Albuquerque, NM

## CREATIVE MARKETER & PROFESSIONAL WRITER

### PROFILE

My approach to marketing draws from my background in creative writing, passion for education and attention to detail. I am driven by the challenge of creating content and developing campaigns that bridge my penchant for research, data analysis and critical thought with my interests in poetry, journalism and language.

### WORK EXPERIENCE

#### MARKETING ASSOCIATE

University of New Mexico Press | June 2018 – Present

Develop and execute digital and event marketing campaigns. Use performance analytics to optimize campaigns. Execute email marketing and lead generation campaigns. Manage social media presence. Produce print and digital marketing materials. Coordinate tradeshow and conference presences.

- Received multiple promotions for proactively spearheading campaigns
- Increased Facebook following by 45%
- Increased Twitter following by 49%
- Increased average tweet impressions by 115%
- Increased newsletter subscribers by 26%

#### FREELANCE COPYWRITER & EDITOR

Various | January 2012 – Present

Freelanced full-time for five years and continue to freelance part-time. Write blog posts, drip campaigns, websites, video scripts, brochures, press releases and ad copy for dozens of industries and thousands of clients. Copyedit professional communications, academic texts, books and web content.

- Received regional EMMY for sports video
- Published articles in The Atlantic, Salon, Boston Review, Modern Farmer & other publications
- Maintained a five-star rating across Fiverr, oDesk, Elance & Upwork
- Have never missed a deadline or failed to deliver materials

#### ADJUNCT INSTRUCTOR

Santa Fe Community College | August 2017 – December 2019

Taught and developed syllabi and lesson plans for Composition and Rhetoric, Reading and remedial labs. Taught both 16-week and 8-week formats both online and in person.

- Maintained exceptionally favorable ratings from students
- Substituted ad hoc for other classes, including speech & literature
- Peer-graded standardized student essays

## **CONTENT WRITER & EDITOR**

Aztec Software | July 2017 – December 2018

Created content and questions to be used for national standardized testing. Developed original passages to be used for lesson planning in various disciplines. Edited existing materials according to in-house formatting standards.

- Followed stringent guidelines for accessibility & intellectual property
- Developed content according to specified learning outcomes
- Wrote passages, questions & answer choices within specified Flesch Kinkaid readability score parameters

## **EDITOR & ADMINISTRATIVE ASSISTANT**

Precision Consulting | January 2017 – December 2017

Proofread and formatted dissertations, theses and chapters for submission. Edited and formatted research papers for publication. Liaised between clients and editorial team.

- Formatted to meet Chicago, AP, MLA & APA guidelines as needed
- Abided by specific formatting guidelines set forth by individual institutions as needed
- Worked on multiple projects & deadlines simultaneously

## **ONLINE CONTENT MANAGER**

PuTTin' OuT, LLC | October 2013 – August 2014

Wrote content and maintained social media presences for clients across various industries. Researched and wrote blogs for public-facing personalities and their brands. Developed in-house style guide.

- Maintained individualized client voice & branding
- Planned & implemented SEO strategies to maximize traffic
- Delegated tasks to remote team members

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## **EDUCATION**

MASTER OF FINE ARTS, CREATIVE WRITING  
North Carolina State University | 2014 – 2016

BACHELOR OF ARTS, CREATIVE WRITING (WITH HONORS IN THE MAJOR)  
University of Central Florida | 2007 – 2011

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## **SPEAKING ENGAGEMENTS**

**Association of University Presses, 2021 | “A Year of Marketing Innovation”**  
Presented case study, “Doing Your Worst: Marketing Lessons from a Failed Campaign”

**North Carolina State University, 2021 | MFA Strategic Planning Workshop**  
Led panel discussion with Leila Chatti on “Applying to Contests, Grants & Residencies”

**Association of Writers & Writing Programs, 2018**  
Led “Best of Luck Placing This Elsewhere: Editors on Rejection,” a panel discussion with Felicia Zamora, Ross White, Keetje Kuipers & Yi Shun Lai