

Emma Duncan

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Writer/Editor | Media Strategy | Senior Management

Portfolio: <https://www.emmaeduncan.com>

EDUCATION

University of Cincinnati | Cincinnati, OH | Sept. 2013 - May 2017

London Metropolitan University | London, U.K. | Jan. 2016 - June 2016

❖ **B.A. in Communication** | Cert. in Rhetoric & Professional Writing

SKILLS + B.A. Comm. & Cert. Prof. Writing

HTML, CSS, E-Commerce, and SEO		Design in Marq (Lucidpress), Canva, & more
GA4 & Google Analytics, Sitefinity		AP, APA, Chicago styles
Copywriting, editing		Product and visual ads
Microsoft Office		Newsletter/content production
WordPress, Wix, CMS platforms		Google Suite (docs, drive, etc.)
Social media campaigns		Strict deadlines, domestic & int. travel

EXPERIENCE

Merched Y Cae Ras | North Wales, U.K. ❖ Hybrid | August 2023 - Present

Editorial Lead

- ❖ Create, write, and design a website for the first registered Wrexham (Welsh) women's supporter non-profit organization. Includes upkeep, testing, SEO, and more. **We have grown the audience by more than 500% in just 6 months**, including paid members. (merchedycaeras.com)
- ❖ Work in Canva on social media design for match days and instagram story posts.
- ❖ Voted member of the board. Help conduct, plan, and manage member events, meetings, products, and admin remotely and in-person.

Schaeffer's Investment Research | Cincinnati, OH ❖ Remote | May 2017 - Present

Managing Editor

- ❖ Design, write, edit, and publish weekly, monthly, and yearly content, newsletters, guidebooks, and reports. Ghostwrite weekly research editorial content for the founder and CEO. Publish work on Forbes and partner with peer platforms to establish a larger content presence.
- ❖ Enhance and drive traffic toward the company website and products while maintaining our more than **250,000 daily subscribers** and **1.5 to 2 million annual pageviews**, across numerous platforms.
- ❖ Curate new templates for daily online email magazines, find, refine, and publish visual content and support. Develop organizational systems to enhance efficiency, quality, structure, and time management for the entire department.
- ❖ Manage, train, and support a team of writers. Cross-department liaison for marketing, overhead leadership, and email operation projects and special reports. Polish and maintain HTML coding on products. Continue to complete all tasks in below roles.

Deputy Editor

- ❖ All tasks listed above, as well as writing multiple articles per day, create guidebooks, work/design in publishing programs Sitefinity and Marq (Lucidpress) daily, build projects for COO, conduct topical research, produce charts, graphs, and tables.

- ❖ In charge of daily traffic management and data analyzing through Google Analytics and GA4. Maintain the graphic and digital integrity of the company's website under strict and heavy deadlines.

Assistant Editor | May 2017 - Jan. 2020

- ❖ Work as part of a collective to publish a monthly newsletter, edit peer articles, research/analyze statistics, sentiment indicator programming, develop bulletin content in CMS platforms, and use/create products with niche terminology for the stock market and finance field.

Favored Nations | Los Angeles, CA ❖ Remote | 2020-2022

Media Writer and Copy Editor

- ❖ Work with founder and CEO Noah Centineo, the business manager, marketing team, and IT to create, edit, and outline campaigns related to voter registration and education, water preservation, sustainability, and more. (*favorednations.org*)
- ❖ Work in publishing and editorial for press releases and other social content for brand awareness and marketing. Conduct on-the-ground research and meet with outside non-profit founders of sustainability organizations.
- ❖ Travel to build and establish an in-person presence and efficiency for non-profit campaigns. Work with brand ambassadors and analyze potential growth opportunities via partnerships with Color of Change, Black Lives Matter, Know Your Rights Camp, Feeding America, and more.

Cincinnati Symphony Orchestra | Cincinnati, OH | Jan. 2017 - May 2017

Marketing Intern

- ❖ Edit and publish content and projects, create and support new and existing marketing campaigns, create designs for Facebook and other social media advertisements.
- ❖ Manage multiple projects simultaneously, create business plans for new initiatives, design/write flyers, perform audience engagement research and more.

ACKNOWLEDGEMENTS

LinkedIn

www.linkedin.com/in/emma-eduncan

The Wall Street Journal

<https://shorturl.at/iksF0>

Forbes (Ghostwriting)

<https://shorturl.at/cxCPZ>

Yahoo!

<https://www.yahoo.com/news/put-traders-rare-appearance-ahead-174333528.html>

MoneyShow

<https://www.moneyshow.com/articles/dailyguru-60265/waste-is-underappreciated/>

AOL

<https://www.aol.com/put-traders-rare-appearance-ahead-174333528.html>

Value Walk

<https://www.valuwalk.com/2018/03/blackberry-ltd-bb-stock-gain-microsoft-partnership/>

Investor Place

<https://investorplace.com/2019/03/roku-downgrades-hits-stock/>