

# Emily Brauner

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## Summary

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Marketing Lead with nearly a decade of experience in crafting and executing comprehensive strategies for B2B and B2C global brands across social platforms. Proven track record in driving significant revenue growth, elevating brand awareness, and sustaining high levels of consumer engagement.

## Experience

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### Ghost Note Agency | Washington, DC

#### Senior Strategist | 02/2020 - 02/2024

Led a dynamic team in pioneering comprehensive go-to-market strategies and social campaigns that enhanced brand visibility and market penetration for industry giants such as Nike, Apple, Amazon, and Meta. My leadership in these initiatives resulted in:

- Development and execution of an award-winning content campaign for Hopelab's *imi Guide*, achieving 18,000 subscribers upon launch.
- A 45% increase in digital engagement for a localized, social-first campaign for Nike, leveraging targeted messaging and innovative content strategies.
- Directing the content strategy for Thompson Hotel's social campaign, which saw a 50% surge in traffic and a 40% increase in lead generation through strategic content optimization.

In addition to external client projects, I championed internal initiatives to revamp our agency's social media management, resulting in a 35% increase in qualified leads through social platforms and content strategies. My expertise in analytics not only drove data-driven decisions across projects but also improved our project delivery efficiency by 20%, demonstrating both strategic thinking and tangible outcomes.

### Ocean Conservancy | Washington, DC

#### Digital Production and Community Coordinator | 07/2018 - 02/2020

Served as the driving force behind the organization's digital strategy and content creation, producing a diverse range of materials including videos, photography, graphic designs, and blog content. Key achievements and responsibilities included:

- Spearheading the development and execution of integrated digital fundraising strategies that increased our audience engagement by 40% year-over-year and tripled fundraising goals.
- Managing social media platforms and SMS/mobile marketing efforts, which contributed to a 30% increase in followers and a 25% uplift in campaign response rates.
- Overseeing the Content Management System (CMS), implementing standardization across digital content production which enhanced operational efficiency by 20%.
- Leading the email marketing campaigns, achieving an average open rate of 25% and a click-through rate of 10%, surpassing industry benchmarks.

This role allowed me to blend my passion for environmental conservation with my expertise in digital media, driving meaningful engagement and fostering a connected and informed community.

## Skills

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Team Management, Content Strategy, Social Media Management, Social Media Analytics, Email Marketing, Mobile Marketing, Google Analytics, Salesforce, Copywriting, Adobe Creative Suite

## Education

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### Louisiana State University | Baton Rouge, LA

Mass Communication and Film Production | 05/2017