

CONTACT

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Emily Alice Thomas Bender

WRITER. MARKETER. CREATOR.

EXPERIENCE

Social Media Manager

Club Car | 2020 - Present

- Created and scheduled content for Facebook, Twitter, LinkedIn, Instagram, and YouTube
- Managed customer relationships throughout the marketing funnel
- Analyzed organic social media metrics to ensure best results via Hootsuite and other tools
- Revitalized the Brand Ambassador program and on-boarded five new clients with a combined following of over 1M
- Launched the Club Car Influencer program from conception, recruitment, campaign ideation, contract negotiation, content supervision and analytics overview

Content Marketing Specialist

Club Car | 2018 - 2020

- Partnered with digital team to execute marketing automation, digital advertising, and web content to drive targeted organic search results
- Created marketing collateral such as brochures, white papers, case studies, print ads, banners and digital pieces using Adobe products
- Managed the marketing content database for both channel partners and internal clients
- Project managed photoshoots and videography for new product launches

Freelance Marketer

Various Clients | 2017-2018

- Increased engagement on Facebook by 50% for clients using strategic social media best practices
- Created and implemented dynamic digital marketing and email marketing strategies
- Wrote, edited and published blogs and other marketing copy for clients

Marketing Specialist

Glory Global Solutions | 2015 - 2018

- Grew engagement for sales enablement tool between 26% - 343% across four user groups
- Drove a brand refresh project by rebranding over 60 presentations and marketing pieces
- Edited, published and maintained 100+ pages via Sitecore for North America with the launch of an SEO website update in 2017

EDUCATION

- Purdue University
M.S. in Communication
- Purdue University
B.A. in English

SPECIALTIES

- Branding & Corporate Identity
- Writing & Editing
- Social Media Strategy and Content Creation
- Integrated Marketing Communication
- Graphic Design

CERTIFICATIONS

- Strategic Communication Management Professional (SCMP) via Purdue University
- ACA in Visual Communication via Adobe Photoshop
- ACA in Print & Digital Media Publication via Adobe InDesign
- ACA in Graphic Design & Illustration via Adobe Illustrator