

# Emma Siemasko

Content Marketing, Editorial Consulting, Anything Words

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## Editorial Skills & Specialties

Writing & Editing  
Search Marketing  
Content Strategy  
Managing Freelancers & Agencies  
Blogging & Ghostwriting  
Email Copy & Strategy  
Social Media Copy & Strategy  
Digital Marketing

## Testimonials

"'Incredible' does not begin to describe the quality of Emma's skills as a content strategist and writer."

- Ritika Puri,  
Founder of Storyhackers

"Emma knows how to create content people really want to read and share, and is dedicated to producing measurable results in everything she does."

- Kaleigh Moore,  
Founder of Lumen

"Emma was amazing to work with in every aspect. I hired Emma because her passion and enthusiasm were palpable from our first conversation."

- Matt Koulas,  
Search Marketing Manager at Citrix

## Education

Clark University, 2010  
Worcester, MA  
B. A. in English,  
Minor in History

## Experience

### Freelance Writer & Content Strategist

Stories by Emma, LLC

9/14 - Present

- Work with startups, high-growth companies, and established clients on content marketing strategy, social media efforts, and web copywriting initiatives.
- Perform content audits on client websites to find opportunities in content, social, search, and paid promotion.
- Write and edit landing pages, eBooks, guides, blog posts, and other editorial materials.
- Partner with freelance writers, marketing specialists, and graphic designers to provide clients with comprehensive marketing plans.
- Maintain blog of personal essays and professional blog posts at Storiesbyemma.co, as well as Whackadoodles, a bimonthly email newsletter focused on writing tips.

### Content Marketing Specialist

Grasshopper, Now Part of Citrix • Needham, MA

2/13 - 6/15

- Managed content for Grasshopper, the entrepreneur's phone system, producing resources for small business owners.
- Grew blog traffic by nearly 300%, and developed the content in a resource center which got 150k visits in 18 months.
- Researched, wrote, edited, and promoted posts for the Grasshopper Blog, as well as long form content such as eBooks, tools, and other business guides.
- Managed guest-blogging activity and freelance writers, working as managing editor.
- Developed promotion and outreach strategies to increase the discovery and sharing of content.

### CEO, Founder, Profile Consultant

Frog2Prince • Boston, MA

7/12 - 7/14

- Developed Frog2Prince, an online dating consultancy for men and women looking to polish their online dating profiles with expert help.
- Edited & revised online dating profiles to improve success of pages.
- Built website (Frog2Prince.net), managed social media, wrote copy, landing pages, and blogs.

### Executive Content Writer

Brafton Inc. • Boston, MA

9/12 - 2/13

- Served as a content writer for Brafton's executive team, working with head of marketing and communications to promote brand through custom news articles, blog posts, features, and more.
- Consistent training in SEO, search trends, social media, and content marketing.
- Wrote industry news articles for technology companies on big data, cloud computing, 3D printing, & VoIP.