

EMMY GOODMAN

COMMUNICATIONS STRATEGIST

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[Portfolio](#)

I am a curious, empathetic, problem solver who excels at putting herself in other peoples shoes. Strategic and creative insight assist me in connecting the world through story. Curiosity shapes my ability to understand audiences and build impactful brands through personable, unique content.

EXPERIENCE

● Major Tom

CREATIVE STRATEGIST

April 2021 - November 2021

- Clients included: SAP, The W Hotel, The Ouai, WearFirst, Teck
- Social media strategy, planning and creative brief creation
- Content ideation, planning, art direction, and copywriting
- In-depth market trend and consumer behavior research

● Freelance

BRAND STRATEGIST

May 2020 - April 2021

- Clients included: Handfuel, Well Juice, Baby Dream Machine
- Brand and community management and brand identity design
- Influencer curation, outreach, and management
- Email marketing and funnel automation & management

● Spinmaster

BRAND MANAGEMENT INTERN

May 2019 - August 2019

- Photoshoot and creative asset production assistance
- Influencer campaign management resulting in 1m + engagements
- Creative content management, ideation, and execution

DIGITAL MAREKTING INTERN

May 2018 - August 2018

- Social media community management and monthly reporting
- Brand partnerships and engagement focused collaborations
- Copywriting and asset design for social media content

● @MyTherapistSays

CONTENT CREATOR

March 2017 - February 2020

- Authored articles on fashion, beauty, and wellness
- Implemented affiliate links from Revolve, Sephora, and more
- Tracking of link clicks for data driven editorial strategy

EDUCATION

2020 - 2021

EMERSON COLLEGE

Master's of Arts

Strategic Marketing Communications

2016 - 2020

UNIVERSITY OF WESTERN ONTARIO

Bachelor of Arts

Media, Information, and Technoculture

CERTIFICATIONS

Growth Driven Design *Hubspot Academy*

Email Marketing *Hubspot Academy*

Social & Behavioral Research *CITI*

Adobe Creative Suite *Corporate Training*