

# EMMY LIEDERMAN

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## EXPERIENCE

**Agencies Reporter, Adweek**, New York, NY *July 2021 - present*

- Drives the highest number of subscriptions among reporters across the newsroom.
- Investigates marketing and advertising trends by conducting interviews with industry professionals that readers trust.
- Crafts stories that help readers understand the increasing relevancy of the creator economy in executing business strategies.
- Pitches and executes stories that engage new audiences by exploring the intersection of marketing and social trends.
- Adweek reaches an engaged audience of more than 6 million professionals across a wide range of platforms.

**Breaking News Reporter, Adweek**, New York, NY *June 2020 - July 2021*

- Engaged audiences outside of the marketing sector by facilitating connections between advertising and social justice.
- Elevated social media presence by live-tweeting, creating promo videos, and drafting posts that increase brand awareness.
- Examined newsletter strategy and its impact on brand awareness and subscriptions through Google Data Studio analysis.

**Editor-in-Chief, The Signal**, Ewing, NJ *January 2020 - June 2020*

- Selected award-winning content that catered to both the College community and Mercer County residents through constant storyboarding in an effort to build widespread trust and recognition.
- Spearheaded weekly print production and updated online and social media content on a daily basis to keep readers informed.
- Oversaw advertisement sales that support overhead costs to maintain financial independence.
- Jumpstarted the use of multimedia through creating video content to reach a greater, more diverse audience.

**Editorial Intern, Tribune Publishing Company**, New York, NY *June 2019 - August 2019*

- Published high-performing articles and video for The Daily Meal and The Active Times that answered commonly-asked questions and provided readers with practical skills through the use of Search Engine Optimization.
- Catered content to MSN, the publications' main source of traffic, by paying close attention to the needs of its audience.
- Presented on how to improve New York Daily News social media engagement in front of the Editor-in-Chief and other Tribune Publishing Company editors by pitching cutting-edge tactics that cater to a younger generation.

## SKILLS

Spanish – Bilingual Proficiency | ESL Tutoring | Search Engine Optimization (SEO) | Adobe Creative Suite | WordPress | Content Management Systems (CMS) | Social Media Marketing | Parse.ly | Google Analytics | Google Trends | HTML | CSS

## AWARDS

- **New Jersey Press Association** | Biography / Personality Profile Award | March 2020
- **New Jersey Press Association** | Biography / Personality Profile Award | April 2019
- **Dean's List Placement** | 7/7 Semesters | The College of New Jersey (TCNJ)
- **Andrew H. Karp Memorial Scholarship for Journalism** | May 2016
- **The College Woman's Club of Westfield Scholarship** | May 2016

## EDUCATION

**The College of New Jersey (TCNJ) – Ewing, New Jersey** | 3.9 GPA | *Bachelors of Arts*, Journalism & Professional Writing  
Minors – Spanish, Broadcast Journalism | Graduation – May 2021

**Universitat de Barcelona** – Barcelona, Spain | Fall 2019