

Emer Schlosser

Current Location | London, England
Citizenship | Canadian & Irish

Contact | emerschlosser@gmail.com
+44 749 201 0520
Website | www.emerschlosser.com

PERSONAL STATEMENT

My ride as a writer has been quite the trip. I've gotten a kick out of interviewing stars, supplied celebrity gossip for a national news wire, salivated while reviewing food, created social media copy, written websites, penned comedy sketches, scripted a short film, and dived into the world of advertising. I enjoy creating and trying to find clever ways to make content more interesting - often through a serving of humour.

11 years copywriting
for marketing and advertising

15 years writing professionally
in Canada and UK

EDUCATION

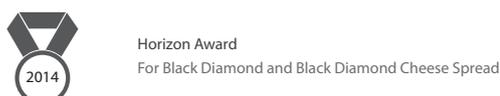
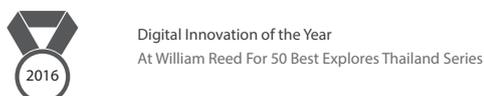
University of Western Ontario (Huron College)
International Cultural Studies

Branksome Hall
Graduated as an Ontario Provincial Scholar

WORK EXPERIENCE

- 2017-Present**
Marketing & Social Media Manager
The World's 50 Best Restaurants & The World's 50 Best Bars
Strategy: Build strategy for all 50 Best brand social media channels and continue to grow the audience (currently a total of well over 1 million followers), increase engagement and social video views. Keep up to date with new developments within channels, social media trends, and new platforms.
Digital Campaign Creation: Ideate campaigns for the 50 Best brands as well as sponsors, put together PowerPoint pitches, execute the selected ideas, and prepare post reports on campaign results using analytic tools.
Paid Strategy: Manage the budget for all the 50 Best social media channels for the yearly content as well as sponsor campaigns.
Management: Manage a Social Media Executive, help to develop her skills, experience, and confidence.
- 2015-2017**
Social Media Manager
The World's 50 Best Restaurants
Strategy: Planned strategies for events, brand promotion, and paid sponsor campaigns across seven social media channels (Instagram @TheWorlds50Best, @50BestBars; Facebook @50BestRestaurants, @LatinAmericas50BestRestaurants, @Asias50BestRestaurants, @50BestBars); Twitter @TheWorlds50Best, @50BestBars).
Content Creation: Wrote all the social media posts that are not ones sourced from user or expert generated content; source, take or create imagery; shoot and edit videos; plan boost budgets; monitor and manage all community channels.
Scripts: Co-wrote the scripts for all the awards ceremonies: The World's 50 Best Restaurants, The World's 50 Best Bars, Asia's 50 Best Bars, Asia's 50 Best Restaurants, Latin America's 50 Best Restaurants.
Ambassadorial Programme: Created and ran the first social influencer programme for 50 Best, called Tastemakers, by engaging socially-strong food fans to co-create and co-promote content.
- 2014-2015**
Social Media Lead
Shoppers Drug Mart
Social Media Strategy: Developed social media plans that ensured the company's online objectives were achieved and continue fan acquisition.
Marketing Campaigns: Defined campaign goals and objectives, tasked to try new strategies for posts and contests and the two Tweet Chats executed each trended #2 in Canada.
Insights: Regularly reviewed analytics and meet with research team.
Copywriting: Wrote all in house social copy.
Editing and proofreading: Edited all social posts, images, or games.
Creative involvement: Bridged gap between social and creative.
Results: Raised audience and engagement on all platforms.
- 2013-2014**
Senior Copywriter
Blueband Brand + Digital
Copywriting: Wrote social media posts, online games, emails, websites, radio tags, and banner copy.
Social Media Strategy: Created goals, calendars, and tactics for various clients.
Ideation: Involved in brainstorming and creating pitches, new campaigns, and accounts.
Content Management: Edited and assisted with categorization of content for Cystic Fibrosis Canada's new site as well as wrote, edited, and tested all copy for Black Diamond and Black Diamond Cheese Spread.
Company culture curator: Planned fun activities, lunches, lectures, massages, etc.
- 2012-2013**
Copywriter
Usability Matters
Content Management: Scraped, managed, and proofed copy for the relaunch of Scotiabank's Caribbean websites.
Strategy: Worked on a pro bono project with the David Suzuki Foundation.
Presenter: Wrote and presented workshops on How to Write for the Web.
- 2009-2012**
Web Content Manager
casaGURU
Editing: Edited, fact checked, and SEO-ed all content.
Copywriting: Wrote advertorial content for client companies, including: TD and LG.
Content Strategy: Created calendars and wrote blogs and editorials.
Community Management: Posted, monitored, and replied to comments daily.
Producer: Supervised the production of casaGURU sponsored segments for the show Real Investment Television.
- 2005-2008**
Writer, Editor, and more
Kontent Group
Worked in various roles at Kontent Group on all their publications.
LifeLuxuryStyle.com - Online Editor:
 - Worked with advertisers, sponsors, designers, and sales team to refine the website concept, create advertorial calendars, and develop content.**insideEonline.com - Online Editor:**
 - Assigned, wrote, edited, SEO-ed, and posted articles.
 - Wrote daily entertainment news and celebrity gossip items for Canadian Press.**Inside Entertainment Magazine - Staff Writer:**
 - Wrote articles on style, events, movie reviews, DVD reviews, interviews, and compiled events calendar.
 - Posted and conducted interviews at the WireImage Portrait Studio during the Toronto International Film Festival.

AWARDS



HOBBIES & INTERESTS

