



EMMA COX

DIGITAL STRATEGY | PROJECT MANAGEMENT

About me

Experienced project manager and digital strategist with a background in fashion, branding, and communication in various industries including publishing, healthcare, and tech. Detail-oriented problem solver who has a passion for working collaboratively and creative thinking.

EXPERIENCE

ASSOCIATE DIGITAL STRATEGIST Jan 2022 - Present | Ketchum, P.R. New York City, NY

- Develop social media strategy based on stakeholder interviews, data-driven insights, gap analysis, and audience findings
- Produce paid and organic assets for multi-million dollar clients
- Collaborate directly with clients to problem-solve and set priorities
- Lead trend curation and analysis for the agency's digital newsletter
- Selected for the inaugural mentorship program

DIGITAL CONSULTANT June 2018 - Present | E. Cox Consulting Multi-City

AnaKatarina Design; L'Enchanteur; OnPoint Strategies; Helton Law Offices

- Consulted on and developed brand strategy, social media, email marketing, and website formation and design
- Worked with brands featured in *Vogue*, *Harpers Bazaar*, *WWD*, *Forbes*, *Elle*, and more

PROJECT MANAGER Sept 2020 - Dec 2021 | Polk County Health Department Des Moines, IA

- Onboarded multiple end-to-end vaccine management software serving over 200 organizations and over 40,000 clients
- Established and coordinated operations across multi-team projects ensuring timely execution of application deliverables

LEADERSHIP

CO-FOUNDER & CREATIVE DIRECTOR May - Sept 2020 | amid magazine (amidmag.com) Boston, MA

CREATIVE DIRECTOR Sept 2016 - May 2020 | Atlas Magazine Boston, MA

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EDUCATION

EMERSON COLLEGE

Boston, MA

B.S. Marketing and Visual Communications; Photography Minor

2016-2020

SKILLS

- Adobe Creative Suite
- Project Management
- Photography
- Web Design
- Social Media Management
- Strategic Analysis
- Digital Trend Curation
- Leadership
- Organization
- Team Building
- French Language Study

Thank you!