

Emma Cox

DIGITAL STRATEGY & PROJECT MANAGEMENT

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OBJECTIVE

As a Digital Strategist and Project Manager, I leverage my expertise in social media strategy and digital communication to enhance brand visibility, drive significant audience growth, and optimize my client's online presence. My goal is to deliver successful, data-driven campaigns by effectively managing resources, coordinating cross-functional teams, and executing impactful strategies that align with campaign objectives and brand values.

EXPERIENCE

Digital Consultant

E. Cox Consulting | New York City, NY | June 2018 – Present

Develop and execute cross-channel social media strategies to enhance brand visibility and engagement across platforms like Google, LinkedIn, and MailChimp. Craft data-driven performance improvement strategies, optimizing Key Performance Indicators (KPIs) for Search Engine Optimization (SEO), Search Engine Marketing (SEM), and email marketing. Manage and coordinate cross-channel brand and executive social media accounts, ensuring strategic alignment and maximizing impact across all digital touchpoints.

Associate Digital Strategist

Ketchum P.R. | New York City, NY | January 2022 – December 2023

Executed comprehensive digital and social media strategies, developing and overseeing content that drives audience engagement and brand awareness. Analyzed social media performance data to generate actionable insights, guiding content strategy and identifying growth opportunities. Collaborated closely with internal teams and external agencies on creative direction, brand partnerships, and promotional campaigns to ensure cohesive and effective social media execution.

Project Manager

Polk County Health Department | Des Moines, IA | September 2020 – December 2021

Managed and optimized project timelines for digital communication initiatives, ensuring compliance with corporate standards and strategic objectives. Led cross-functional teams in a fast-paced environment, delivering high-quality, creative solutions to enhance public engagement. Worked directly with developers and external vendors to align digital projects with broader strategies, building strong relationships with key stakeholders.

EDUCATION

B.S. in Marketing and Visual Communications | Photography Minor | Cum Laude

Emerson College | Boston, MA

KEY STRATEGIC RESULTS

Exceeded paid social impressions KPI target by 84% a 198% Year-over-Year (YoY) increase; Grew the email marketing newsletter audience by 85% and SEM by 186%; Increased reach on Facebook by 142% and video views by 700% on Instagram.

KEY INDUSTRIES + STAND OUT CLIENTS

Industries: Consumer Packaged Goods (CPG), Business to Business (B2B), Food & Beverage, Healthcare, Professional Services, Lifestyle, Fashion & Retail, Luxury Jewelry

Clients: Kikkoman Soy Sauce, Zespri Kiwi, Kingsford Charcoal, Libby's Canned Vegetables, The Project Management Institute (PMI), Holcim, LiquidIV, Ascension Healthcare, L'Enchanteur, Dana Bronfman, Ana Katarina Designs, OnPoint Strategies

PLATFORMS + SOFTWARE

Hootsuite; Sprout Social; Adobe Suite; Canva; Microsoft Office; Google Suite; Content Management System (CMS) Platforms like Wix, WordPress, Squarespace, Shopify; Google Analytics; Email Marketing Management Platforms; more details available upon request