

# Emily Warrington

Copywriter. Marketer.

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 [emilyswarrington.com](http://emilyswarrington.com)

## SKILLS

Copywriting | Editing | Content Management | Editing | SEO | Social Media | Tech Writing | PR | Events | Collaboration & Relationships | Branding

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## EXPERIENCE

### Freelance Copywriter & Marketer

E-commerce Website | Remote

*Jan 2018 – Dec 2018*

- Wrote articles and posted weekly blogs
- Developed SEO strategy

Automotive Service Association (ASA) of Colorado | Denver, CO

*Oct 2016 - Feb 2019*

- Concept, write and promote copy for marketing campaigns including email, event registration website, social media and other digital communications
- Help produce the association's largest annual event

Hunter Douglas | Broomfield, CO

*Oct 2017 – June 2018*

- Worked with a small task force to create standard work instructions for manufacturing and fabrication processes (**tech writing**)
- Became proficient in Photoshop, Illustrator, Premiere Pro, HTML and professional photography & video

Community Auto | Fort Collins, CO

*Oct 2011 - Present*

- Concept and write copy for blogs, website, social media, press releases, digital ads, radio and other communications
- Maintain the website and provide ongoing SEO support
- Manage company social media accounts (Facebook, Twitter, Instagram, LinkedIn, Google)
- Initiate community outreach, event production and other marketing initiatives

Live Beyond Limit | Fort Collins, CO

*Dec 2014 - Aug 2015*

- Consult on branding strategy and marketing tactics
- Help grow Instagram account

## **Marketing Assistant: Search & Social**

Restaurant Solutions, Inc. | Littleton, CO

*March 2016 - Oct 2016*

- Served as an integral part of the Marketing team, focusing on Search & Social: SEO and Social Media
- Developed the company's SEO and Social Media Strategy Plans
- Reported monthly on Search & Social KPIs, consistently growing program goals month-after-month
- Managed company social media accounts (Facebook, Twitter, LinkedIn, Google)
- Wrote copy for social media, web and other communications, consistently aligning with the brand
- Helped produce events and other as-needed marketing initiatives

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## **EDUCATION & CERTIFICATIONS**

### **Certificate in Search Engine Optimization & Digital Marketing**

Boulder SEO Marketing Agency | Boulder, CO

*August 2016*

### **B.A. Biological Anthropology, Business Administration Minor**

Colorado State University | Fort Collins, CO

*Graduated Cum Laude, 3.9 GPA*

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## **RECOGNITION & ASSOCIATIONS**

**Member of winning team for BBB Torch Award For Ethics 2017**

**Member of team awarded Small Business of the Year by the Fort Collins Chamber 2015**

**Featured marketing professional in automotive industry trade magazine, *Parts & People* 2015**

**Guest on Denver local "Car Talk" radio show, Drive-Radio 2015, 2016**

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## **HOBBIES & INTERESTS**

**Hiking, my dogs, yoga, skiing, music, health & wellness, reading, writing and working on my camper van.**