

Emily Ornberg

copywriter + storyteller

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EXPERIENCE

YuzuYello — *Copy Supervisor*

FEBRUARY 2022 - PRESENT

Lead a team of writers to translate data into stories to produce innovative, empathetic, and industry-changing creative.

Havas — *Senior Copywriter*

MARCH 2021 - FEBRUARY 2022

Write and edit original concepts and assets for global marketing campaigns, including print, digital, in-person and virtual experiences, etc. Tailor messaging to a variety of target audiences, including kids and new parents.

Walgreens Corporate — *Senior Copywriter + Producer*

FEBRUARY 2015 - MARCH 2021

Write and edit ownable content for the Walgreens retail brand, including in-store content, emails, landing pages, in-app experiences, etc. Lead in producing photo, video, and audio shoots. Help create new content strategy.

Chicago Sun-Times — *Content + Digital Marketing Strategist*

JUNE 2014 - FEBRUARY 2015

Collaborate with an interdisciplinary team to reach new audiences built on demographic research and shaped by analytics. Write daily features, manage social media, and develop brand identity through content.

Freelance — *Editor, Producer, Music Critic*

MARCH 2013 - FOREVER

Create, manage, and edit global culture magazine in print circulation and online at UngsungZine.com. Freelance concert previews, artist bios, show reviews, video production, and set design.

EDUCATION

Columbia College Chicago — *B.A. Multimedia Journalism + Arts, Entertainment & Media Management*

AUGUST 2011 - MAY 2014

SKILLS

AP + MLA Style
Search Engine Optimization
Legal compliance
Google Analytics
Microsoft Suite
Adobe Creative Suite
ProTools
Embroidery + Sewing

AWARDS

Champion of Champions,
Walgreens 2019

Ragan's Health Care PR & Marketing Awards, 2019

First Place Feature Story,
Society of Professional Journalists Mark of Excellence Awards 2014

VOLUNTEER WORK

Horizons for Youth – **Mentor**
One Million Degrees – **Coach**
PAWS – **Adoption Counselor**

LANGUAGES

English ●●●●●
Spanish ●●●
Japanese ●

