

# Emily Ornberg

strategic storyteller

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## EXPERIENCE

### **YuzuYello** — *Copy Supervisor + Content Strategist*

FEBRUARY 2022 – PRESENT

Lead a team of creatives to translate data into stories to produce innovative, empathetic, and industry-changing content. Develop the overarching strategy and ideation of campaigns that elevate the brand identity and drive awareness.

### **Havas** — *Senior Copywriter*

MARCH 2021 – FEBRUARY 2022

Create strategy and execute original concepts for global marketing campaigns, including print, digital, social, and experiential assets. Partner closely with the marketing, analytics, and legal teams to support 360 campaign needs.

### **Walgreens Corporate** — *Senior Content Editor*

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** — *Strategist, 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, content strategy, 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  
Google Analytics  
A/B Testing  
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 