

Emily Weinstein

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Education

Medill School of Journalism, Northwestern University

Evanston, IL | September 2014

Master of Science, Journalism
Interactive Publishing focus
GPA 3.82

Vanderbilt University

Nashville, TN | May 2011

Bachelor of Arts | English and Spanish
Double Major, cum laude
GPA 3.75 | English GPA 3.73 | Spanish
GPA 3.69

Vanderbilt in Spain, Vanderbilt University

Madrid, Spain | Spring 2010

Experience

Breakthru Beverage | Cicero, IL

July 2016-Present

Digital Content Specialist

- Responsible for all forms of communications including ideation, research and trend insight development, program development, short- and long-form writing.
- Assists with all aspects of editorial calendar development including proofing, production, deployment and communication of programs to key stakeholders.
- Employs digital management solutions including email marketing, social media marketing, web development and content management systems in order to improve content effectiveness.
- Collaborates with the design team for copywriting and proofing, as well as quality assurance of completed content pre- and post-deployment to eliminate errors.
- Manages corporate and local social media channels.
- Collaborates with digital analysts to understand measures of success for each content piece and to ensure performance reporting requirements are met.
- Covers and reports on corporate meetings and event activation.

Wein & Dine | Chicago, IL

October 2014-Present

Food Blogger, Social Media Influencer

- Writes, edits and produces content weekly for Wein & Dine [blog](#) and [Instagram](#)
- Creates and executes social media strategy to engage and grow Wein & Dine audience
- Stages, shoots and edits food photos and video with iPhone and DSLR
- Attends hospitality events and tastings as a local influencer
- Named by [UpOut](#) as one of “[10 Chicago Instagrammers You Need To Follow](#)”
- [Featured](#) by [Thompson Hotels](#) as a Chicago Influencer
- One of three featured by [OZY](#) in the “[Instagram Guide to...Chicago](#)”

Segal Design Institute, McCormick School of Engineering and Applied Science, Northwestern University | Evanston, IL

December 2014- June 2016

Communications Coordinator, Multimedia Storyteller

- Wrote, edited, produced and curated content across digital platforms and print
- Shot, edited and produced photos and [video stories](#) highlighting Segal's graduate programs
- Managed Segal's social media channels and [website](#) through Cascade CMS
- Created and implemented editorial calendar and social media strategy to grow Segal's digital presence resulting in a 69% increase in followers on Twitter garnering up to 20.8k impressions, and a 55.6% increase in Facebook page likes.
- Moderated discussion forum for “[Leadership through Design Innovation](#)” massive open online course (MOOC)
- Collaborated with in-house designer to create visual assets for Segal's programs, crafting brand-consistent copy for a range of promotional materials

Innovation Project | Chicago, IL

June -August 2014

Multimedia Lead, Social Media Lead, Website co-producer

- Worked for 10 weeks with four classmates to design and produce both a [responsive website](#) and [regional print](#) prototype of Black Tie Optional
- Created , executed and managed social media strategy for Black Tie Optional
- Assigned, managed and created multimedia proponents for all stories

Chicago Made | Chicago, IL

March-May 2014

Social Media Editor, Multimedia Producer, Production Editor, Deputy Editor

- Worked with a team of nine classmates to produce a [live news website](#)
- Created and excuted social media plan
- Oversaw reporters and copy chief while reporting to managing editor
- Managed 10-day production cycle workflow

Teach For America | Chicago, IL

June 2011-June 2013

Corps Member, K-8 Spanish Teacher, Gary Lighthouse Charter School

- Selected as one of 5,300 accepted candidates out of 45,000 applicants (12% acceptance rate) to teach in an urban or rural school district across the nation
- Created and executed daily lesson plans and long-term plans based on Illinois and Indiana curriculum standards
- Engineered and executed classroom management systems and procedures
- Engaged in professional development workshops and discussions

Skills

Computer: Microsoft Office, Adobe Creative Suite, HTML, CSS, JavaScript, Bootstrap, jQuery, Github, Squarespace, Sitecore

Social Media: Facebook, Twitter, Instagram, Vine, Swarm, Snapchat, Vimeo, Soundcloud, WordPress, Google+, HootSuite, LinkedIn, Pinterest, Tumblr, YouTube, Bronto, Spredfast, Yammer, Periscope, Skype

Language: Proficiency in written and spoken Spanish

Media: AP Style, photography, videography

Certifications

WSET Level 2 Award in Wine and Spirits

Volunteer

Common Threads

Communications Committee Member

Time Out Chicago

[Time Out Tastemaker](#)

Breakthru Beverage Illinois One Voice Committee

Committee Member