


Emily Zimmer

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 emilyezimmer.com

Career Overview

A solution-driven strategic planner with over five years' experience dedicated to developing innovative solutions that enable stronger consumer engagement, retention, and loyalty through ad campaigns and external communication. Aspires to become a transparent, empathetic, and trend-setting advertising professional internationally recognized within their industry for being able to reach typically unreachable audiences, connect the dots, and adapt an outside-in approach to any brand they work with. Expertise includes cross-channel strategic media planning, creative strategy, SEO optimization, message integration, content planning and production, trend tracking and implementation.

Expertise

- Risk Assessment
- Data Analysis & Analytics
- Strategic Messaging
- Consumer Research
- Campaign Development
- Trend Foresight
- Strategic Input
- Competitor Analysis
- Content Planning
- Content Recommendation

Technical Tools

- Keynote
- Tableau
- SEM Rush
- Brandwatch
- Adobe Creative Suite

Skills Overview

Strategic Planner

Identifies opportunities through research and blends partner direction, target audience analytics, and social listening data into compelling strategic plans that clearly translate thinking and spark creativity.

Immersive Storyteller

Engaging, immersive thinker. Known for finding directions, pitching them creatively, following through with a strong, thought-out strategic narrative, and providing creative direction within a short turnaround time.

Productive Partner

Serves as a concierge for partners on projects with impeccable coordination, communication, on-the-spot problem-solving, and pace management skills.

Cosmopolitan Communicator

Transparent, emotionally intelligent communicator. Capable of seeing the past and present social climates from different perspectives to relate to a wide range of different audiences.

Experience

Global Brand Planning Professional Intern, Disney's YellowShoes Agency

The Walt Disney Company | Lake Buena Vista, FL

- Analyzes consumer insights to assist in the content planning and brand positioning in global campaign strategies
- Guides teams in the development of brand voice and persona with defined objectives and vision while creating easy-to-use brand kits and brand guidelines for partners to use in all external communication
- Translates consumer insights and motivations into universal truths and directions to act as a 'north star' for campaign creatives to guide strategic reach

💡 Key Projects: TRON opening, Disneyland MagicKey, Walt Disney World Global Campaign FY23/24, Disney Cruise Line Campaign, Pixar Place Hotel Opening, Bitmoji X Disney Parks

Walt Disney World Public Affairs Professional Intern

The Walt Disney Company | Lake Buena Vista, FL

- Managed all news, events, offer updates, and company-wide communication notices for WDW's internal site, The Hub to communicate to 80,000+ Cast Members
- Produced content for company communications vehicles, including blogs, press releases, site communication notices, social media posts, etc.
- Developed and implemented D.E.I integrated communication (strategic plans, messaging, emails, scripts, photo/video content, creative briefs,) in affinity with park, resort, legal, and other business partners

💡 Key Projects: Mano-a-Mano Relaunch, #DisneyCastLife Rebrand, Tell-a-Cast, CastTV, Mobile Cast Compliment, WDW DEI Activation

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Social Strategy & Analytics Intern

Just Drive Media | Chicago, IL | Remote

- Leveraged social listening tools to influence strategy based on competitive and market research
- Prepared and presented quarterly and monthly reports detailing client social metrics, identifying content strengths, and recommended improvements needed for maximum social reach
- Monitored and tracked trends to report on sentiment regarding client launches, content, announcements, events, etc., and developed content plans accordingly

💡 **Key Achievements:** Increased RobinHood, Optimizely, and Sigmas Engagement by 10%+, Developed Crypto-Content Outline, Built Manual Trend-Tracking Process

External Communications Intern

The Bill & Hillary Clinton Foundation | Little Rock, AR

- Coordinated multiple community health ("bridge-builder") panels and assisted in writing talking points for Chelsea Clinton
- Developed language-specific DEI monthly website and social content to enhance brand recognition and reputation with key audiences
- Engaged and wrote media communication to combat state (AR) vaccine hesitancy on behalf of The Clinton Foundation to 5+ local media outlets

💡 **Key Projects:** Clinton Foundation website evolution and site relaunch, The Clinton Museum Website Construction & launch, The Clinton Presidential Library 365 Tours Launch, The Clinton Presidential Museum App updates, Cool Globes Traveling Tour Exhibit Media Placement

Strategic Media Intern

Arkansas Department of Higher Education | Little Rock, AR

- Identified digital trends in volunteerism and national service recruitment to ensure accounts relevancy on multiple platforms algorithms
- Wrote scripts and organized PSA productions for multiple AmeriCorps programs across Arkansas in collaboration with various local news stations
- Wrote copy for various uses that advocated for critical issues throughout Arkansas including poverty and food deserts that engaged target audiences and promoted rational discussion

💡 **Key Achievements:** AmeriCorp PSA Direction and Placement on KARK 4, KATV 7, and KLRT TV 16, Founded relationship between KARK and EngageAR for consistent film capture and editing assistance

Social Media Lead, Apprenticeship

The Cabin Collection | Broken Bow, OK

- Reviewed content and strategy-driven metrics, audience insights, and overall business goals.
- Captured high-quality photo and video content of the luxury cabins
- Brainstormed, designed, launched, and managed four unique, successful campaigns targeted toward specialized audiences
- Monitored digital social media content calendar and daily campaign optimization efforts to ensure they were achieving reach, engagement, and conversion goals

💡 **Key Achievements:** Increased overall engagement and link clicks by 15%, Grew online presence, following and community by 20%, and Increased monthly bookings by 10%

Community Involvement ————— I am also...

- Developed free communication materials for Central Arkansas non-profits, including Habitat for Humanity and USA Girls Scouts, through service learning
- Volunteered as UCA Scroll Sports Editor, Section Editor, then was appointed to serve as paid Assistant Editor & then Editor-in-chief
- Completed more than 100 documented hours of community service as an undergraduate student.
- Annual volunteer at The Walk To End Alzheimer's; single-handedly raised \$1,000 three years in a row
- A Native Texan
- An Offline Poet
- A Novice Painter
- A Sushi Connoisseur
- A Chicago Bulls Fan
- A Certified Cinephile
- A Social Theory Junkie
- An Experienced Ceramicist