

Emily Cox

Writer

Professional and award-winning writer with four years of experience writing creative social media content, news articles, and blogs that establish brands as subject matter experts. Makes complex topics and data understandable to the everyday person. Maintains a track record of meeting deadlines and writing with meticulous attention to detail.

Experience

Social Media Specialist

Federated Digital Solutions | December 2021-present

- Manage Facebook and Instagram profiles for businesses
- Work with as many as 8 clients at a time across sectors like education, real estate, healthcare, and finance on accounts with as many as 50,000+ followers
- Create content calendars, brainstorm ideas for campaigns, and write posts for social media clients on both organic and paid campaigns
- Design social media graphics
- Engage with social media users through comments and direct messages
- Boost posts to relevant audiences and manage social media budgets
- Regularly meet with a Meta representative to discuss social media trends, algorithm changes, and social strategy
- Advise clients on social media strategy and communicate with them regularly about content calendars and monthly analytics reports
- Strategize blog content and write blog posts for clients

Freelance copywriter

Dearing Group | September 2021-present

- Research and write blogs for the target audience of Valley Oaks Health, a Dearing Group client

K-12 Education Reporter

The Herald-Times | August 2019-December 2021

- Wrote features, breaking news, enterprise, and meeting stories about education policy, school budgets, and the impact of COVID-19 on schools in Monroe County, Indiana
- Analyzed data and reports, making information easily understandable to the everyday reader
- Interviewed subject matter experts
- Reported and took photos for general assignment stories on a range of topics, including environmental issues, local events, and social issues
- Averaged six stories per week
- Copy-edited stories
- Had three stories picked up by the Associated Press

Indianapolis Press Club Fellow

WFYI Public Media | May-July 2019

- Wrote 55 radio spots and 57 web stories in 10 weeks, including a radio feature and nine statewide stories
- Recorded and edited audio, voiced stories, and wrote scripts for myself and radio hosts
- Wrote stories and took photos for online publication
- Had a story I wrote, recorded, and voiced air on a National Public Radio broadcast

Contact

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Website

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Education

2019

Journalism (Bachelor of Arts)

Ball State University

Expertise

Fact checking

Copy editing

Graphic design (Canva)

Analyzing data and research

SEO research

Project Management

Honors and awards

1st place education reporting
(publication circulation below 30,000)
Indiana Pro SPJ Best in Indiana
Journalism awards 2019

1st place in-depth story 2019
Indiana Collegiate Press Association

Study abroad

May-June 2017
Macerata, Italy
Studied travel writing