

# Emory O'Malley

he/him/his

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## Experience

### Purple Carrot

Sr. Content Specialist | March 2024 – Present

- Write and edit copy for organic and owned channels—including email, organic social, paid social, push notifications, SMS, in-app messages, company website, and landing pages—to support marketing campaigns and evergreen brand narratives
- Develop a brand tone & voice guide for a company brand refresh and implement guidelines across all customer touchpoints to support brand initiatives
- Collaborate on the execution of brand partnerships, influencer partnerships, and brand activations
- Brief in new product launches, brand campaigns, and promotions to the PR agency
- Assist with the creation of an organic engagement strategy for social media
- Establish a brand Substack, manage the content calendar, and write and distribute content
- Develop the voice of and write the scripts for the customer service chatbot
- Oversee the recipe booklet editorial process
- Manage the weekly recipe upload and menu publishing processes

Editorial Specialist | September 2022 – March 2024

- Edited recipe booklets and product descriptions, wrote marketing copy, and supported the Creative Team as part of Content
- Managed and implemented improvements to the web uploads process
- Wrote and edited social media captions
- Audited and streamlined cross-functional processes
- Updated existing email communications across all touchpoints to align with brand refresh
- Wrote content for flash sale promotional campaigns
- Developed and wrote new retention-oriented email campaigns

### The Independent Student Magazine

Editor-in-Chief | June 2020 – December 2021

- Conducted interviews and led staff meetings
- Planned magazine issues in conjunction with the Chief Creative Officer
- Oversaw editing assignments
- Performed final edits on all published articles
- Received a Gold Medalist Critique from the Columbian Scholastic Press Association, with All-Columbian Honors in the Verbal and Visual sections, for 2020-21 issues

Co-Editor-in-Chief | January 2020 – May 2020

- Planned and organized production of publication each semester
- Reviewed submissions
- Oversaw editing process

Copy Editor | March 2019 – January 2020

- Edited submissions using AP style guidelines to prepare for publication
- Assisted with final proofreading before magazine was sent to print

### Rollins College

Writing Consultant | January 2019 – December 2021

- Worked with students one-on-one
- Edited papers in all subject areas, focusing on grammar, organization, cohesion, and strength of argument

Student-Faculty Collaborative Scholarship Researcher | May 2021 – September 2021

- Wrote a proposal to secure grant funding for eight weeks of full-time research
- Conducted original research with Paul D. Reich from the English Department in the field of Media Studies
- Presented argument and findings to a group of interdisciplinary scholars

International Peer Advisor | August 2019 – September 2021

- Helped international students move into residential halls
- Led team-building exercises and fostered opportunities for new students to engage with one another
- Prepared students on visas for the legal responsibilities of an education in the United States
- Cared for the social and emotional health of new students as they adjusted to life in a new country

Campus Tour Guide | February 2019 – March 2020

- Led tours of campus to prospective and admitted students, parents, and high school guidance counselors
- Answered questions during tours and on panels
- Staffed events on campus

### **Education**

Bachelor of Arts, English and Writing | December 2021

- Undergraduate degree from Rollins College in Winter Park, FL

### **Certifications**

Digital Marketing Professional | August 2023

- Certification from Digital Marketing Institute, credential ID IE-DMI163723

### **Publications**

"Search History," "Summer in Kentucky," and "Evangola State Park" | June 2024

- Three poems published in the anthology *Transchool: Volume 1* from Co-Conspirator Press

"The Tollund Man" | September 2023

- Poem published in vol. 8 of *Oroboro*

"Made from My Ribcage" | January 2023

- Poem published in *Carve*

"In the Garden" | August 2022

- Poetry series published in vol. 1, no. 1 of *Mister Magazine*

"The Future Thanks You for Your Service": HBO's *Watchmen* as Instructive Discourse | March 2022

- Academic article co-authored with Paul D. Reich published in *Popular Culture Review*

"Everyone's Always Going Through Something, Aren't They?": J.D. Salinger, Sally Rooney, and the Desire to Connect in the Face of Distress | December 2021

- Undergraduate honors thesis published in Rollins Scholarship Online

"A Prison of Our Own Sins": The Unacknowledged Legacy of 19<sup>th</sup> Century Slave Narratives in HBO's *Westworld* and Hulu's *The Handmaid's Tale* | March 2021

- Academic article co-authored with Paul D. Reich published in *Popular Culture Review*

## **Honors & Awards**

Long List, 2022 Penrose Poetry Prize | February 2023

- Long listed by Death Rattle Literary for the Penrose Poetry Prize for Excellence in Poetry from LGBTQIA+ Writers

Third Place, CSPA Gold Circle Award for Personal Opinion: On-Campus Issues | January 2022

- Recognized by Columbia Scholastic Press Association for a Letter to the Editor in *The Sandspur* student newspaper

Runner-Up, Stony Brook Short Fiction Prize | November 2019

- Recognized by Southampton Arts at Stony Brook University for the short story "Cranes"

## **Organizations**

Phi Beta Kappa | March 2022 – Present

- The nation's oldest, most prestigious liberal arts honor society

Sigma Tau Delta | April 2020 – Present

- An international English honor society for students at four-year colleges and universities

## **Skills**

Asana | Brand Development | Brand Strategy | Content Marketing | Creative Writing | Cross-Team Collaboration | Digital Marketing | Editing | Email Marketing | Leadership | Paid Social Marketing | Proofreading | Research | SEO Copywriting | Social Media Marketing