

EMILY BLISS

PROFESSIONAL SKILLS

STRATEGY

- Project management
- Branding & identity
- Content marketing
- Inbound marketing and lead generation
- Exceptional cross-platform writing skills

TECHNICAL

- HubSpot
- Basecamp, Trello
- NUVI, SalesForce Radian6, Hootsuite Pro, Brandwatch
- CisionPoint, Scarborough Research
- WordPress, MyEmma Email Marketing
- Workamajig Project Management
- Working knowledge of HTML/CSS

EMPLOYMENT HISTORY

TIPPING POINT COMMUNICATIONS, Rochester, NY

- June 2016 – Present **Content Marketing Manager**
- Deliver strategic inbound marketing planning initiatives for clients including comprehensive content marketing plans and tactical implementation. Collaborate with clients to produce relevant content that meets the needs of their audience and key stakeholders, designed to drive leads, subscribers, awareness, and/or other metrics. Grow lead base through marketing automation efforts with a funnel-focused strategy of content creation, distribution and engagement. Establish closed-loop analytics to understand how marketing activities attract leads and move them through the sales cycle
- Jan. 2016 – June 2016 **Associate Public Relations *Manager***
- Client management, strategy development, and execution of public relations tactics for B2B and B2C clients. Content marketing lead including strategic content development, lead generation, lead qualifying, sales funnel strategy, and marketing automation. Copywriting tasks including media relations materials, internal communications, marketing communications materials, influencer communication and public relations plans. Clients include financial services, healthcare, professional services and entertainment.
- June 2015 – Jan. 2016 **Public Relations *Specialist***
- Work alongside Public Relations Director creating and implementing public relations strategy and tactics; agency-specific marketing and branding; event planning and execution; email marketing strategy and deployment; social media strategy and implementation; media material copywriting and distribution in support of client-specific goals
- June 2014 – June 2015 **Public Relations *Assistant***
- Assist team with public relations strategy creation and implementation; campaign reporting; social media strategy and implementation; media material copywriting and distribution
- June 2013 – May 2014 **CHOBANI**, Norwich, NY
- May – Aug. 2012 **Local Events *Coordinator***
- Attending events, assisting in event preparation and execution, completing purchase orders and public image participation. Execute community relations activities and serve a brand ambassador at hyper-local and national events.

- Jan. – May 2013 **THE COLLEGE AT BROCKPORT, SUNY** Brockport, NY
Office of Marketing Communications *Intern*
- Writing for brochures, press releases and articles, edit writing, participating in client meetings, planning and attending conferences.
- Sep. 2010 – May 2013 **THE COLLEGE AT BROCKPORT, SUNY** Brockport, NY
Office of the Vice President of Administration & Finance
Office Secretarial Staff
- General clerical duties including answering phones, filing, organizing, making copies, sending mail and completing any errands per request. Maintain professional demeanor with elected officials, dignitaries and college leadership

PROFESSIONAL AFFILIATIONS

June 2014 – Present Public Relations Society of America, Rochester Chapter

CERTIFICATIONS

Inbound Certification – August 2015
HubSpot Certification – August 2015
HubSpot Partner Certification – August 2015
Content Marketing Certification – May 2017
Inbound Sales Certification – May 2017

EDUCATION

December 2017 Rochester Institute of Technology
MBA in Marketing and Product Commercialization

May 2013 The College at Brockport, SUNY Summa Cum Laude
BS in Journalism with Public Relations Concentration and Business Minor
Overall GPA: 3.80