

# EMILY PRZYBYLINSKI

SOCIAL + MARKETING

## GET IN TOUCH

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## EDUCATION

Monmouth University  
2003 \ BA, Interdisciplinary Studies

## AWARDS

Monmouth University, 2003  
Interdisciplinary Student of the Year

Monmouth University, 2002  
Honors Program  
Creative Writing Award

“Emily is an extremely strong project manager... Her expertise in social media drives her ability to grow business, manage effectively and increase organizational clout.”

**DAVID MEGATHLIN**  
SENIOR CONSULTANT IN HUMAN  
CAPITAL, DELOITTE

PROFESSIONAL SOCIAL MEDIA MARKETING MANAGER WITH AN INTEREST IN CREATIVE DESIGN STRATEGY AND EFFECTIVE COMMUNICATIONS

As a strong marketing concept writer, I bring a fresh perspective to current web platforms, changing technology, and the way we interact with technology surrounding our personal and professional lives. My strengths include project management for corporate and entrepreneurial CEOs, targeted social marketing strategies using Twitter, Facebook, and LinkedIn, and the implementation of collaborative software technology.

## Jennifer Brown Consulting NYC

Social Media Marketing + Technology, July 2008 - Present

- Created and implemented an integrated marketing strategy including editorial calendar, all web site content, white papers, tweets, Facebook updates, email marketing blasts, and PR press releases to support sales and company goals within a limited budget.
- Planned and executed corporate social networking strategies for client events, including Working Mother Media, Cisco, New York Life, McKesson, and Out & Equal. This involved adding value to client engagement strategies, tweeting about conferences, sparking interaction with live feeds, and informing strategy on networking before, during, and after major events.
- Built loyal and highly engaged fan bases on **Twitter (2,300+)**, **Facebook (850 friends, 340 Fans for Business Service Page)**, and **LinkedIn (1,040 connections)**.
- Designed project proposals templates, content delivery, and client engagement collateral as needed using InDesign or Microsoft Office Tools. (Strong graphic, Excel and PowerPoint)
- Created clips from television, podcast audio streams, event photos or other appearances by CEO and others (Vimeo, YouTube, FinalCut, Animoto, Facebook, WordPress).
- Controlled JBC's Info Tech costs by liaising with help desk, web designers, and tech vendors to meet company goals under budget.

## COPY WRITING, DESIGN + SOCIAL MEDIA STRATEGY

**PUBLISHED WORK:** The Star Ledger, the JC Register, The Jersey City Independent, GO Magazine, Curve Magazine, Etsy, Willie Mae Rock Camp For Girls, Travel Guide to Portland, Decor it Yourself (DIY, Indie Decor Podcast).

## NimbleGraph

Jersey City, NJ - User Testing, Marketing Copywriting, and Social Media

- Project Management for a group of web developers establishing a new product in the infographic marketplace. (Website, Marketing, User Experience)
- Advised on design considerations for their marketing collateral, web presence, and User Interaction Design of the software, which is still in development. (Photoshop mockups)
- Shared social networking strategy advice from my experience with Facebook Events, FourSquare location check-ins, Twitter Hashtags, and LinkedIn Networking Groups.

## Justine Cooper Photography

Brooklyn, NY - Studio Apprentice and Social Media Strategist

- Analyzed the studio's web site and email marketing for creative strategy solutions.
- Created a marketing plan and social strategy that includes web site integration with Facebook, introduction to Twitter and management through Hootsuite, and organization of Justine's personal Facebook Page vs. Studio Fan Page.

## Paul R. Peluso, PhD.

Florida Atlantic University - Web presence and social media branding for an author

- Attracted book agents and showcased expertise with special considerations to remain compliant to Dr. Peluso's teaching and research roles at FAU.
- Analyzed competitors in the training and workshop education space.
- Created a WordPress site and integrated site and LinkedIn with Twitter. He is now expanding his network more easily.

“Her imagination and motivation are infectious and inspiring,”

**STEPHANIE GOHKMAN**  
DEVELOPER, ADVANCE  
INTERNET

# EMILY PRZYBYLINSKI

## Tommy Ski Music

### NJ - Web presence and social media branding for a musician

- A family member of mine who has been playing music for five decades needed a way to represent himself and share photos, videos and upcoming tour dates.
- Created a custom Wordpress site, which I am now hosting for him and helping integrate this with his Facebook presence to bring fans to his shows.

## LITM (Love is the Message) Bar + Restaurant

Jersey City, NJ - Photographer and Social Media Consultant since 2008

- Monthly event photographer for all art openings in the gallery space.
- Admin for Facebook Page.
- Share photos of events on Facebook, Twitter, and gallery web site.
- Create dynamic video slideshows of art openings set to copyright-free music to be shared within social networks.
- Advised on strategy (highlighting chef and food alongside the artwork and events).

## Jersey City Museum + Jersey City Craft Mafia;

Jersey City, NJ - Event Photography, Event Planning, and PR/promotions.

- Working in 2010 as a co-leader of the Jersey City Craft Mafia, I helped coordinate craft fairs, promote events, and share photos of events on Facebook.
- Worked closely with the Program Director for event strategy.
- My Facebook and Twitter network draws a specifically local Jersey City crowd, and in this way I am able to help promote events to a specifically artistic community in Downtown Jersey City.

## Willie Mae Rock Camp for Girls

Brooklyn, NY - Photographer + NJ coordinator for the *50 Shows in 50 States* campaign.

- Portrait photography for use in WMRC marketing and social media.

“Whether online or in person, it always seem that if there is something notable happening within our community, Emily’s name is attached. Having her involved in any project, large or small, should be a no-brainer.”

**JAMES YOUNG**  
ACCOUNT SUPERVISOR,  
CAMPFIRE (37SIGNALS)

“Emily has a winning attitude that embraces all challenges and encourages collaboration. She draws the best out of every person, promotes talent and shares successes.”

**TULIKA JOSHI**  
BUSINESS ANALYST, TAXSTREAM

## FURTHER PROFESSIONAL EXPERIENCE

### Department of Clinical Phenomenology, Columbia University NYC

Summer 2008: Administrator to Division; March 2008 – July 2008

- Assisted in writing proposals for grants and contracts (Academic Copywriting)

### Bard Graduate Center for the Decorative Arts, Design, and Culture NYC

Assistant to Director; Spring 2008

- Coordinated research documents related to exhibits and scholarly publication
- Worked with External Affairs officer regarding statements to the press (PR, Copywriting)
- Coordinated communications with major museums such as the V&A in London, the Metropolitan Museum of Art, and the Brooklyn Museum (PR, Copywriting)
- Web site for *Source: Notes on the History of Art* (HTML, Dreamweaver)

### TaxStream, LLC (Startup: Recently acquired by Thomson Reuters)

Communications +Recruiting Manager; May 2006 – November 2007

- Created flexible operations policies to suit the growing startup environment while working closely with the VP of Operations
- Recruited team through social networking, PR campaigns, and strategic partnerships that helped company achieve INC 500 list of fastest growing companies in America (Ranked 51st fastest growing private company, Sept 2007)
- Designed marketing collateral (Adobe Illustrator, Photoshop, and InDesign)
- Assisted with strategic planning for User Conference in San Diego for 600 clients

### Goldman, Sachs & Co. New York, NY

Administrative Assistant, Credit Risk Management & Advisory

November 2003 – March 2006

- Organized digital and hardcopy archives of transactions related to Risk Management
- Coordinated content edits to department Policies and Procedures Manual