



Award-winning writer who creates on-brand content that educates, engages, and entertains audiences. Recognized for translating the complex into the simple, and for giving a dash of glam to the dull. Can bring content to life with content strategy, too. Fan of deadlines, fast-paced environments, and collaborating with colleagues and clients to bring projects to a successful, happy conclusion. Conversant in Italian.

- Content Creation & Copywriting
- UX/Technical Writing
- Whiteboarding & Video Scripting
- Messaging Development
- Brand Positioning
- Content Marketing
- Content Strategy
- Mobile Content
- SEO & Social Media

Experience

Freelance Content Consultant, New York, NY

2016 – present

Messaging, copywriting, and content strategy services

- Develop messaging and story lines to support brand positioning, marketing and sales campaigns, and other corporate initiatives.
- Write and edit copy for content deliverables across various channels and platforms.
- Collaborate with cross-functional teams to develop concepts and content for client projects. Create strategies to support content throughout its lifecycle.

Razorfish, New York, NY

2015 – 2016

Content Consultant/Senior Writer, Ford account

- Wrote SEO-friendly articles and site content for Top 10 automotive client Ford. Content informed and educated consumers about Ford's in-vehicle technology and entertainment systems.
- Conducted research, interviewed business leads and subject matter experts on Ford's connected vehicle and related technologies. Managed client/legal review to approve and finalize content.
- Ensured content followed Ford's brand and style guidelines, and conformed to SEO best practices.
- Created copy and other editorial elements for mobile apps and interactive site elements.
- Developed editorial style guides, copy deck templates, and related documentation to support content development and management practices. Used CMS to publish content as required.

Content Strategy, Ford and other accounts

- Developed content strategies based on client business objectives and user needs.
- Conducted content audits and competitive research to assess legacy content and determine content requirements. Created taxonomies for grouping and tagging content.
- Provided strategic recommendations on content creation, delivery, and maintenance. Worked with technical, UX, SEO, and creative teams to adapt content to different platforms.

Corporate Visions, New York, NY

2010 – 2015

Content Consultant

- Developed differentiated messaging and customer conversations for Fortune 500 and international clients that advanced sales, marketing, and business objectives.
- Independently managed 20+ projects per year. Led all workshop-related client communications.
- Captured insights during 2-day workshops that included 12+ participants, including key executives. Collaborated with facilitator to shape client stories, coach participants, and create whiteboard visuals.
- Wrote original content for all workshop deliverables including messaging roadmap for marketing and whiteboard storyboards, scripts, and visuals for deployment to enterprise sales teams.
- Drove editing process and finalization of projects with client teams. Oversaw production of final project deliverables including messaging and sales tools, presentations, and interactive videos.
- Contributed to ongoing improvement of proprietary consulting processes. Trained new writers in methodology and messaging techniques. Coached new facilitators on best in-workshop practices.

Emily Roche, Freelance Content Consultant, 617.697.4392, emily@emilyroche.com

EMC Corporation, Hopkinton, MA

2006 – 2010

Reference Marketing Manager, Global Solutions Marketing, 2010

- Launched the EMC Global Solutions Customer Success Story program. Managed 2 freelance writers to develop reference assets. Published 15+ assets each quarter.
- Collaborated with global sales teams, corporate, and product marketing groups to identify and develop customer profiles, case studies, internal sales wins, videos, and other reference assets.

Senior Marketing Program Manager, Global Services Marketing, 2006-2010

- Partnered with cross-functional groups on product launches, sales tools, social media initiatives, and events to support the Americas, European, and Asia/Pac regions.
- Supported the customer success story program. Interviewed clients, wrote and edited story drafts, secured all approvals, and coordinated the publication process for completed success stories.

Monster, Maynard, MA

2004 – 2006

Content Manager

- Wrote product briefs, email campaigns, microsites and web content, videos, and event promos to support multi-channel sales programs. Ensured consistent brand voice for all materials.
- Developed programs to promote Monster's enterprise solutions in 8 industries across 24 key markets. Wrote copy for a localized sales kit that contained 190+ pieces of collateral.
- Managed the customer reference program. Wrote profiles, case studies, and other assets.
- Maintained the internal presentation and proposal database. Partnered with product marketing on quarterly system updates. Reviewed all content to ensure consistent messaging and tone.

Education

The University of Massachusetts, Amherst, MA, BA Italian

- Recipient of the William V. Gugli Award for Outstanding Achievement in French and Italian Studies.
- Participated in exchange program at L'Universita` per Stranieri in Siena, Italy.

The City University of New York, New York, NY

- Completed graduate courses in the departments of Comparative Literature (Italian) and Film.

Awards and Certifications

- Mediabistro Social Media Certificate Program, 2014-2015.
- Corporate Visions: Consultant of the Quarter, Q4 2011; Club Trip Winner, 2012, 2013.
- Hatch Merit Award, Copywriting, Direct Mail (Dimensional), 2005.