

Emily Roche

617.697.4392 | emily@emilyroche.com | www.emilyroche.com

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, writing, 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.
- Create standards, guidelines, and strategies to optimize and support content throughout its lifecycle.

Razorfish, New York, NY

2015 – 2016

Content Strategist/Senior Writer, Ford account

- Wrote support articles and site content for Top 10 automotive client Ford. Conducted research, interviewed business leads and SMEs on Ford's connected vehicle and related technologies.
- Developed editorial style guide, copy deck templates, SEO guidelines, and related documentation to establish best content management practices. Used CMS to publish content as required.
- Led all content efforts for the Ford Owner mobile app project. Wrote app copy, interactive elements, and established workflows. Ensured content followed Ford's brand, style, and SEO guidelines.
- Conducted Owner site content audit with lead account strategist and other team members. Provided gap analysis and strategic recommendations for future content standards and governance.

Content Strategy, The Fresh Market, Her Story accounts

- Led content strategy for The Fresh Market. Worked with account, creative/UX, and technical teams to assess existing content state, and establish new content guidelines for various platforms.
- Conducted site-wide content audit, gap analysis, and competitive research. Developed and presented initial strategic recommendations to client.
- Created site taxonomy, content types, frameworks, and publishing cadence to assist with content model development.

Corporate Visions, New York, NY

2010 – 2015

Content Consultant, clients included J.P. Morgan, FedEx, RBC, ADP, Vanguard, others.

- Developed differentiated messaging and customer conversations for Fortune 500 clients in financial services and software industries that advanced sales, marketing, and business objectives.
- Independently managed 20+ projects per year. Led all delivery-related client communications.
- Captured insights during 2-day workshops that included 12+ participants, including senior executives. Collaborated with facilitator to shape client stories and coach participants in events.
- 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.

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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.