

EMME RAUS



WRITER/MARKETER

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (ATLANTA)
MARCH 2017, GPA 4.0
VALEDICTORIAN CANDIDATE
BFA / WRITING
MINOR / CREATIVE WRITING

SKILLS

MAGAZINE AND NEWS WRITING
DIGITAL MARKETING AND ANALYTICS
COPYWRITING / CONTENT STRATEGY
SOCIAL MEDIA MARKETING
BLOG WRITING AND EDITING
COPY EDITING AND AP STYLE
SEARCH ENGINE OPTIMIZATION (SEO)
KEYWORD RESEARCH AND LINK BUILDING
BASIC GRAPHIC DESIGN
MULTIMEDIA JOURNALISM
BRAND DEVELOPMENT AND STRATEGY

COMPUTER SKILLS

WORDPRESS
MAILCHIMP
HOOTSUITE
CONSTANT CONTACT
ACTIVECAMPAIGN
SOCIAL MEDIA ANALYTICS
ADOBE ACROBAT PRO DC
BUZZSUMO
CANVA
SHOPIFY
AUDACITY
G SUITE
MICROSOFT OFFICE

ACCOLADES & CERTIFICATIONS

HOOTSUITE ACADEMY, SOCIAL MARKETING
CERTIFICATION / 2018

GEORGIA COLLEGE PRESS ASSOCIATION / 2015
FIRST PLACE AWARD, BEST COLUMN IN DIVISION II

SOCIETY FOR COLLEGIATE JOURNALISTS NATIONAL
COMPETITION / 2015

THIRD PLACE AWARD, INDIVIDUAL COLUMN WRITING

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GEORGIA CRAFTED / ATLANTA, Ga.

Social Media Brand Manager — Part Time
September — December 2017

Managed social media presence across Facebook, Instagram, Twitter, LinkedIn, and Pinterest with Hootsuite. Developed branded blog content, press releases, and weekly e-newsletter. Tracked Hootsuite and MailChimp metrics and incorporated Canva graphics, photography, and videos into social media strategies.

NEXUS MARKETING AGENCY / ATLANTA, Ga.

Copywriter/Content Strategist
April — September 2017

Crafted digital marketing content for nonprofit software providers, including internal blog posts, guest blog posts, and WordPress web pages, to promote nonprofit fundraising, marketing, and development solutions. Utilized link building, keyword research, and web page metrics to strengthen SEO for client content.

HONEYBEE STUDIOS WEDDINGS / ATLANTA, Ga.

Social Media Coordinator — Part Time
May — August 2017

Managed social media marketing across Facebook, Twitter, Instagram, and Pinterest with Hootsuite. Tracked Hootsuite metrics and incorporated photography, video, and GIFFS into social media strategies.

7 STAGES THEATRE / ATLANTA, Ga.

Marketing/PR Intern
Jan — April 2017

Coordinated social media marketing, events calendar, and weekly MailChimp newsletter. Performed live social media marketing and compiled media lists and press packages. Created multimedia content, including interviews, videos, and podcasts, to promote shows, workshops, events, and National Endowment for the Arts (NEA) Big Read program.

HER CAMPUS MEDIA / ATLANTA, Ga.

Campus Editor-In-Chief & National Contributor
Sept 2015 — March 2017

Founded the Her Campus SCAD Atlanta chapter. Recruited and led a team of collegiate writers and graphic designers. Wrote and edited staff content in accordance with AP Style and Her Campus Style. Managed social media presence and organized fundraising and marketing initiatives. Contributed DIY and news articles to Her Campus national team.

THE GEORGIA TRUST FOR HISTORIC PRESERVATION / ATLANTA, Ga.

Marketing/Communications Intern
Jan — March 2016

Developed social media marketing and weekly newsletter via Constant Contact. Composed press releases and mailing lists and assisted with event planning. Updated website and assisted with formatting and editing quarterly print magazine "The Rambler."

BURNAWAY MAGAZINE / ATLANTA, Ga.

Editorial Intern
August — November 2015

Contributed and edited online articles and edited audio interviews via Garageband. Composed press releases and newsletters and documented analytics with MailChimp. Performed live social media marketing via Twitter and Instagram at workshops and events. Assisted with reviewing and editing grant writing proposals.

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I am Emme Raus, an Atlanta writer, marketer, and SCAD alumna with a B.F.A. in Writing. My career background is in online journalism, copywriting, and digital marketing. The following samples are of my best writing with focuses on social justice, digital media, travel, literature, and artisan food. Click the image to access a link or scan the Snapcode or QR code.



Five Marketing Tips to Master Creativity and Commerce

Discover marketing advice from leading creative professionals at "The Near Future of Media, Creativity and Marketing" SCAD aTVfest panel.



Natural Creativity: The Legacy of Treehouse Guru Peter Bahouth

Meet the man behind Atlanta's secluded Airbnb treehouses, recently named the No. 1 Most Wished-For listing worldwide.



Podcast Interview with Atlanta Civil Rights Leader Janel Green

The Georgia Alliance for Social Justice and 2017 Atlanta Women's March co-founder Janel Green shares her insights on Atlanta civil rights.



3 Kick-Butt Times Social Media Exposed Rape Culture

How social media empowers sexual assault survivors to tell their stories.



What Everyday Acts of Feminism Look Like

We must consider every woman's perspective to fight for a better future for women at all.



Are 'She Sheds' The Next Big Trend On Airbnb?

A look into the vacation, rural tourism, and community development potential of these anti-man caves.



Artisan Spotlight: Q&A with Unicoi Preserves' Suzy Neal

Based in North Georgia, get to know Unicoi Preserves' founder, Suzy Neal, and her award-winning fruit spreads.



5 Personalized Corporate Gifts That Support Local Artisans

Make corporate gifting special with an artisan gift box for everyone in your office family.



What 'Freewrite: The World's First Smart Typewriter' Says About Our Tech Addiction

Why this "distraction-free writing tool" should concern us as a digitally dependent society.



5 Novel Ways to Bring Back 'Reading for Fun'

Explore the modern way to get your hands on good books.