

# EMILY BECKER

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## experience

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### Director of Communications

Aug 2015 to present

ECPAT-USA

New York

Created and implemented social media and newsletter strategy focused on audience development, engagement and retention using analytics and data tools such as Google Analytics and Google Ads

Organized digital events, including publicity strategy, focused on awareness and education

Led organization staff and board of directors through a rebranding process that included new visual identity and website redesign

Worked alongside development and program staff to develop an editorial calendar and strategic campaigns including Giving Tuesday and annual appeal

Managed team of freelance and full-time designers to complete projects including organization's annual report and addition of new products to the online store

Built relationships with press contacts to expand media coverage of the organization and its programs

Maintained organization's website including building, designing, and editing web pages

### Associate Social Media and Weekend Editor

Nov 2016 to Feb 2019

A Plus

New York

Managed Twitter and Facebook on 24-hour schedule for online publication

Developed and managed digital partnerships with other publications and influencers, including management of Ashton Kutcher's Facebook Page

Pitched, wrote, and published four stories during Saturday-Sunday shift, including coordinating coverage of breaking news

Produced and wrote scripts for live and edited video series

Tracked analytics weekly for all social media accounts

### News Editor

Feb 2015 to Oct 2015

AbridgeMe

New York

Wrote and edited news stories daily for media start-up, a community-driven knowledge platform launched in beta July 2014

Edited weekly "This Week Abridged" subscriber newsletter

Pitched platform and brand at tech investor events

### Peace Corps Volunteer, Teaching English as a Foreign Language program

June 2012 to Aug 2014

Peace Corps

Benin, West Africa

Taught English to 150 sixth, seventh and eighth grade equivalent students at public middle school

Created and led girls club for 25 female students at the school to develop knowledge about health issues and life skills

Editor of gender and equality committee's weekly blog and quarterly newsletter

## education

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University of Missouri

Aug 2008 to May 2012

Columbia, Mo.

Bachelors of Journalism, Sociology

## skills

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Proficient knowledge of Adobe Illustrator, InDesign, and Photoshop

Certified "Advanced Mid" in French under ACTFL proficiency standards