

# Emily Alves

## Creative Copywriter & Content Strategist

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Creative copywriter and content strategist with 7+ years of experience crafting data-driven, emotionally resonant brand storytelling across digital, email, and social platforms. Skilled at translating complex ideas into relatable, conversion-focused messaging that connects with audiences and drives engagement. Adept at collaborating with design, marketing, and growth teams to deliver copy that aligns with brand voice, performance insights, and client needs.

### Areas of Expertise

- Adobe Creative Cloud | Microsoft Suite | WordPress | Canva
- Content Planning & Data Driven Strategy
- Performance Metrics & Content Optimization (SEO, Google Trends)
- AP Style Writing & Copyediting
- Cross-Functional Collaboration & Stakeholder Engagement
- Project Planning Tools: Google Workspace, Trello, Slack, Monday
- Triliterate: EN/SP/PT
- Brand Voice Development & Storytelling
- Trend Spotter

### Professional Experience

#### Content Producer & Writer

01/2022 to 02/2025

##### NBC Connecticut (WVIT) | West Hartford, CT

Planned, produced, and optimized high-impact branded and editorial content across digital and broadcast platforms, aligning storytelling with audience insights and engagement metrics.

- Managed end-to-end production for digital campaigns and broadcast features, increasing multi-digital engagement by 18% across channels, including Roku and YouTube.
- Collaborated with creative, compliance, and leadership teams to ensure every piece of content reflected the network's tone, brand identity, and journalistic values.
- Crafted clear, audience-first copy that translated complex stories into emotionally resonant narratives.
- Partnered with anchors and newsroom leadership to develop scripts, visual storytelling, and explanatory pieces that built brand trust and viewer loyalty.
- Analyzed audience data to refine content strategy, identify emerging trends, and deliver timely, relevant storytelling.
- Spearheaded inclusion-driven campaigns that boosted community engagement by 20% and elevated NBC Connecticut's presence as a trusted local voice.

#### Operations & Communications Manager

07/2017 to 12/2021

##### MS Moving Inc. | Palmyra, NJ

Owned communication strategy and content development, brand messaging, and operational project management for a mid-sized logistics company. Led the strategy behind client-facing content and internal documentation, bridging the gap between customer experience, sales, and service delivery.

- Drafted and delivered 50+ executive proposals, RFPs, and presentations, driving a 15% increase in account retention and new business acquisition.
- Created email templates, internal announcements, and sales collateral that clearly communicated the company's service offering
- Partnered with leadership to align messaging with business priorities, ensuring clarity and consistency across internal, external, and customer-facing communications.
- Authored instructional materials and SOPs to streamline onboarding and promote a culture of continuous improvement across teams.
- Led client relationship initiatives that expanded clientele by 20% through referrals and strategic partnerships.

#### Post Production Intern

Summer 2019

##### Anomaly Entertainment | New York, NY

Supported the creative production process for scripted television programming, working with producers, talent agencies, and research teams.

- Conducted in-depth research, fact-checking, and content analysis to ensure production accuracy
- Assisted with project logistics, talent coordination, and location scouting for multiple production shoots

### Education

#### Master of Arts | Southern New Hampshire University, Manchester, NH

Focused coursework on Marketing and New Media

#### Bachelor of Arts | Rowan University, Glassboro, NJ

Radio Television, and Film | Cum Laude graduate