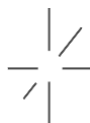


# Emily Ornberg



storyteller + strategist

emilyornberg.com  
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ornberg.emily@gmail.com

## EXPERIENCE

### **YuzuYello** — *Copy Supervisor*

FEBRUARY 2022 – PRESENT

Translate data into stories to produce innovative, empathetic, and industry-changing content for various brands. Develop the overarching strategy and ideation of campaigns to elevate brand identity and drive awareness.

### **Havas** — *Senior Copywriter*

MARCH 2021 – FEBRUARY 2022

Strategize and execute original concepts for global marketing campaigns, including social, digital, print, and experiential assets. Partner closely with SMEs in marketing, analytics, and legal teams to support 360 campaign needs.

### **Walgreens Corporate** — *Senior Content Editor*

FEBRUARY 2015 – MARCH 2021

Concept, write, and edit ownable content for the Walgreens retail brand, including social-first content (TikTok, Instagram, YouTube, etc.) Lead in producing photo, video, and audio shoots. Help create new content strategy.

### **Chicago Sun-Times** — *Content + Digital Marketing Strategist*

JUNE 2014 – FEBRUARY 2015

Collaborate with an interdisciplinary team to reach new audiences built on demographic research and shaped by analytics. Write daily features, manage social media, and develop brand identity through content.

### **Freelance** — *Strategist, Producer, Music Critic*

MARCH 2013 – FOREVER

Create, manage, and edit global culture magazine in print circulation and online at [UnsungZine.com](#). Freelance concert previews, artist bios, show reviews, content strategy, video production, and set design.

## EDUCATION

### **Columbia College Chicago** — *B.A. Multimedia Journalism + Arts, Entertainment & Media Management*

AUGUST 2011 – MAY 2014

## SKILLS

Adobe Creative Suite  
Final Cut Pro  
Pro Tools  
Social Media Analytics  
Search Engine Optimization  
AP + MLA Style  
Microsoft Suite

## AWARDS

**Champion of Champions,**  
Walgreens 2019

**Ragan's Health Care PR & Marketing Awards,** 2019

**First Place Feature Story,**  
Society of Professional Journalists Mark of Excellence Awards 2014

## VOLUNTEER WORK

Aunt Mary's Storybook – **Mail**  
Horizons for Youth – **Mentor**  
One Million Degrees – **Coach**  
PAWS – **Adoption Counselor**

## LANGUAGES

English ●●●●●  
Spanish ●●●  
Japanese ●