

Emily A. Bieniek

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## Experience

### **Simon Property Group Digital Marketing Manager**

Chicago, IL  
2022-Present

Worked directly for the Vice President of Digital Marketing to assist on seasonal campaigns and key marketing initiatives. Collaborated with marketing platform leads, digital marketing design, creative services and brand management team. Wrote and reviewed briefs and provided campaign metrics/analysis.

### **Party Can by Cocktail Courier Community Manager**

Chicago, IL  
2021-2022

Led creative direction for Party Can content including video, photo, and copy. Developed social media campaigns and analyzed success according to relevant KPIs – increased social media following by 15% in nine months. Designed digital and print marketing collateral using Adobe Suite. Built and maintained email newsletter campaigns in MailChimp.

### **Poetry Foundation Media Assistant**

Chicago, IL  
2018-2021

Coordinated paid and organic social media and email marketing strategy. Designed and wrote copy for print and digital marketing assets. Coordinated design and distribution of yearly events brochure. Pitched stories to local and national media. Planned seasonal events and led the team on the ground. Centralized data reporting for the organization into a quarterly dashboard and upgraded project management system.

## Leadership

### **Work on Climate Social Media Manager**

2022-Present

Lead social media strategy for Work on Climate in partnership with Marketing Manager.

### **Chicago Poetry Center Board Member**

2021-Present

Developed media outreach strategy and promoted organizational programs and mission through strategic outreach within personal networks.

## Education

### **Columbia College Chicago**

English and Creative Writing. GPA 3.97

Chicago, IL  
2017

## Skills & Interests

Skills: Adobe Design Suite, Sprout, MailChimp, Marketing, Copywriting, Editing

Interests: Skiing, climbing, kayaking, hiking, writing, reading, painting

Service: Urban Rivers River Ranger, Special Olympics Referee, Work on Climate

Publications: [WANTING](#)