

EMILY SHWAKE

Writer, Editor, Content Marketing Expert

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EDUCATION

COLUMBIA PUBLISHING COURSE

Columbia University | 2016

BACHELOR OF ARTS: ENGLISH LITERATURE, HONORS

University of Maryland | 2012 - 2016

THE FUNDAMENTALS OF COPYEDITING AND PROOFREADING

New York University | 2015

EXPERTISE

SEO

Ahrefs, Semrush, & Google Search Console.

PROJECT MANAGEMENT

Monday, Miro, Google Workspace, & Asana.

REPORTING

Acquiring & interviewing sources.

SOCIAL MEDIA

Instagram, Facebook, LinkedIn, & TikTok.

AFFILIATE MARKETING

Amazon Associates & Rakuten.

DATA ANALYTICS

Tableau & Google Analytics.

DESIGN

Illustrator, Photoshop, & Canva.

EXPERIENCE

SENIOR SUPERVISING EDITOR

Wix Blog | 2022 - 2023

- Manages editorial calendar and creates efficient workflows to increase accuracy.
- Responsible for all thought leadership & social-first content.
- Works with the team lead to develop editorial strategy, plan production, & manage the budget.
- Initiated efforts to hire Wix agency partners for freelance writing in order to improve authority on salient topics.

FOUNDING EDITOR

Wix Restaurants Blog | 2021 - 2022

- Developed end-to-end, full-funnel content strategy.
- Oversaw art direction & social distribution.
- Managed editorial calendar, edited freelancers, & wrote articles.

FREELANCE WRITER

Emily Shwake | 2019 - 2021

- Reporting, writing, & affiliate marketing for Gothamist, The Counter, BuzzFeed, The Goods, Martha Stewart, RetailSphere, Flixed, Food Theory, & Next Big Idea Club.

STAFF WRITER

BuzzFeed | 2016 - 2019

- Redirected Nifty toward more premium home content as the sole writer for the vertical.
- Initiated a more fluid relationship between edit and video.

OPINION COLUMNIST

The Diamondback | 2016 - 2016

- Contributed weekly to the Opinions column.

EDITORIAL INTERN

Moment Magazine | 2015

- Reported on Jewish news, proofread print content, & developed social media presence.