

EMMA DIETZE

PROFESSIONAL COMMUNICATOR



ABOUT ME

Hello! I'm Emma. I am passionate and professional communicator and marketer. I'm also a huge proponent of the Oxford Comma.

I love people, connection, exercising, mountains, and good food & drink!

SKILLS

Social Media Marketing	●●●●●●
Social Media Strategizing	●●●●●●
Internal Communications	●●●●●●
Writing	●●●●●●
Ad Writing, Copywriting	●●●●●●
Website Development	●●●●●●
Organization & Planning	●●●●●●
Public Relations	●●●●●●
Crisis Communications	●●●●●●

CONTACT

emmakdietze@gmail.com
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emmakdietze.com

REFERENCES AVAILABLE
UPON REQUEST

EDUCATION

MACEWAN UNIVERSITY

Sept. 2018 - Dec. 2021 | Bachelor of Communication Studies

- 3.8 GPA

EXPERIENCE

JAN 2022 COPYWRITER & MKTG COMMS SPECIALIST — MOSAIC HOME SERVICES LTD.

PRESENT

- Writing blog content for 9 brands that helps boost SEO and ranking and provides value to customers
- Creating ad copy for Google ads, display ads, and social media ads to promote
- Writing external newsletters to update customers and promote our brands
- Curating client emails to communicate effectively and maintain positive relationships with customers
- Strategizing and ideating marketing campaigns and initiatives to attract and then retain new customers

MAY 2021 – JR. MARKETING COMMUNICATIONS SPECIALIST DEC 2021 ION PRINT + MARKETING SOLUTIONS

- Copywriting for marketing campaigns – email campaigns, website content, social media platforms, direct mail pieces, Google ads, etc.
- Wrote & executed internal communications to improve processes & organization
- Strategized, ideated, & pushed out marketing campaigns in collaboration with the marketing team
- Organized & managed tasks & timelines for the marketing team
- Wrote blog posts & website content to promote services
- Wrote video scripts for different audiences & for different communicators
- Developed, designed, & updated company website using Elementor Pro & WordPress

SEPT 2020 – SOCIAL MEDIA INTERN NOV 2021 YEG CYCLE & YYC CYCLE

- Made & presented Analytics Reports weekly in team meetings for metric analyzing & content planning
- Created & posted engaging content on Instagram & Facebook stories & on Twitter & TikTok that aligned with our core pillars & marketing personas
- SEM & SEO work, platform strategy creation & implementation, & marketing persona creation
- Public relations & crisis communications as needed