

Emma Von Behren

CONTACT

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EXPERIENCE

Freuds Group, The One Nine Three Group (*Communications Strategy*). New York, NY
Senior Associate January 2024 - Present

- Develop brand and communications strategies for 10+ global clients across consumer, luxury, finance, and nonprofit sectors, synthesizing cultural, consumer, competitive, and business insights into positioning frameworks and strategic recommendations.
- Define how strategic direction comes to life across brand, digital, and experiential touchpoints, translating insights into clear POVs, narratives, and creative pathways.
- Advise senior clients through crisis and reactive scenarios, shaping narrative and messaging strategy for C-suite decision-making and external visibility.
- Partner with creative, experiential, and digital teams to build multi-disciplinary concepts for high-profile events (Milken, Davos, executive dinners, book launches), developing themes, executive talking points, run-of-show strategy, and on-site activations.

Associate June 2022 - January 2024

- Synthesized complex financial, media, and consumer data into actionable insights and narrative frameworks that shaped positioning for consumer, luxury, and financial brands.
- Built competitive, cultural, and category analyses to identify whitespace opportunities and inform brand and business decisions.
- Developed brand storytelling materials, including press copy, website narratives, and executive messaging, ensuring a unified voice across campaigns and creative assets.
- Prepared internal and client briefings that translated market trends, competitive signals, and stakeholder perspectives into actionable guidance for senior decision-makers.

Washington University Medicine Center for Healthy Weight and Wellness St. Louis, MO
Research Assistant May 2021 – December 2021

- Analyzed behavioral data from 15,000+ participants to identify user patterns and insights to inform engagement strategy for Body U and the National Eating Disorders Association.
- Developed and executed social content strategies across Instagram and Facebook, using data-driven insights to increase engagement, participant recruitment, and message clarity.
- Refreshed the program's visual and editorial identity across owned channels, establishing cohesive standards, producing social collateral, and aligning design with user needs.

EDUCATION

Washington University in St. Louis | 2018-2022
Bachelor of Science in Business Administration
Majors: Finance and Psychological & Brain Sciences

- GPA: 3.61/4.00; Dean's List
- Editor at Aux Magazine

SKILLS

Brand strategy, narrative development, insight synthesis, strategic writing, deck design;
Tools: Figma (light), Adobe Premiere Pro (light), Canva, Microsoft Office