

# Emma Slack-Jørgensen

Editor and Marketing Strategist with over 6 years of experience in these fields and a Master's in Publishing and Journalism to successfully see projects through production, copyediting, and marketing. Creates compelling copy that engages audiences and aligns with data-driven content strategies that drive brand growth. Supports the organization through administration and the management of editorial calendars, streamlining operations and preparing market research and trend forecasting reports that inform leadership decisions. Leverages project management and team collaboration skills to ensure the successful completion of creation campaigns and the overall achievement of company goals.

## Skills & Areas of Expertise

Editing | Copyediting | Fact Checking | Administrative Support | Content Writing & Copywriting | Content Strategy | Digital Marketing | SEO | SEM | Social Media Strategy | Brand Strategy | Market Research | Data Analytics | Video Production | Graphic Design | English & Danish (Fluent)

## Software & Technology

Digital Marketing (Google Ads, Facebook Ads, Hootsuite) | Data (Google Analytics, Adobe Analytics, Tableau) | Graphics & Video (Canva, Adobe Creative Suite – InDesign, Photoshop, Illustrator, Premier Pro) | SEO (SEMrush) | Collaboration (Slack, Zoom, Microsoft Teams) | HTML | MS Office Suite

## Professional Experience

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### Co-founder and Managing Editor | Dough Magazine | 2022 – present

- Founded Dough Magazine, a print magazine that brings easily-digestible economics to a younger generation, conceptualizing, developing, and establishing its distinct voice and editorial vision.
- Lead the editorial process, ensuring consistent, high-quality content that engages our audience.
- Design visually compelling digital marketing media, like social media posts and promotional pamphlets to increase brand recognition and grow our audience.
- Led the launch of our latest issue, planning and organizing the event which sold 300+ copies.
- Awarded The New School's Fall 2022 and 2023 MA Project Grant, earning \$1500 for our business plan, mission, and dedication to making economics more accessible.

### Emerging Critic | Public Seminar | 2023 – 2024

- Collaborated closely with the Editor in Chief to ensure alignment with editorial standards while increasing engagement by authoring articles about cultural impacts within the performing arts.
- Consulted editorial staff in weekly strategy meetings to examine our content direction and develop unique campaigns aimed at optimizing the brand.
- Recognized by and delivered a presentation at NYU's (Un)Making Conference for my article which interviewed esteemed artist, Mary Mattingly, and highlighted Elinor Ostrom's economic theory.

### Marketing Strategist | S'more | 2023

- Acquired 400+ new users by coordinating exclusive access to events through New York universities that allowed us to implement targeted marketing strategies aimed at the student population.
- Founded the Tried & True initiative, incentivizing influencers and S'more users to review events, enhancing brand visibility and driving user growth by partnering with local New York businesses.
- Consulted marketing teams on trend forecasting, content-focused user research, content ideation, and the development of the brand voice, creating short- and long-term, data-driven brand strategies.
- Planned, created, and posted five weekly content pieces, using modern design and marketing tools to ensure consistent brand messaging and audience engagement.

### Content and Social Media Manager | Milford | 2021 – 2022

- Managed three key social media channels, implementing trends and data insights, which established a robust online presence and tripled social engagement.
- Developed and implemented a comprehensive content schedule, tailoring consumer habits to maximize engagement and reach using SEO performance metrics from Google Analytics.
- Produced, shot, and edited high-quality promotional video content, becoming the highest engaged posts on the company's LinkedIn profile.
- Published in-depth interviews with renowned architects, including Monica Galiana Rodriguez, to enhance the brand's credibility and thought leadership with our audience.
- Authored articles using WordPress that aligned with the brand and resonated with our audience.

### Editorial Intern | Copenhagen Institute for Futures Studies | 2019

- Authored and published three articles focusing on economics and politics in Scandinavia, including an in-depth research piece on the exportability of the Nordic Mode that became a feature article.
- Conducted interviews with experts, such as Maria Cecilia Holt, Doctor of Theology at Harvard University, to gather valuable perspectives and enhance the quality of our published content.
- Copyedited for professional journalists, ensured accuracy, clarity, and editorial guideline adherence.
- Contributed to members reports by providing data analysis and insights on emerging trends.

### Other Professional Experiences | 2017 – 2023

- Communications and PR Assistant at The New School
- FQA and Back Editor at TransPerfect
- Managing Editor for the McGill Undergraduate Journal of Philosophy
- Managing Editor for Graphite Publications
- Staff Writer and Copy Editor for The Bull & Bear

## Education

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Master of Creative Publishing & Critical Journalism      2022 – 2023  
The New School for Social Research

Bachelor of Economics and Philosophy      2017 - 2021  
McGill University