



EMERSON LATHAM

Journalism, Marketing,
Social Media Management

> ABOUT ME

>> I am an aspiring and passionate writer always up for a challenge. My goal is to obtain a highly rewarding job where I can put my skills and knowledge to use every day to help the company as well as serve the public.

> SKILLS

- >> AP Style
- >> Hootsuite Platform, Dash Hudson, True Anthem
- >> Interviewing and reporting
- >> Greenhouse Software
- >> Google Analytics
- >> Adapting and problem solving

> CONTACT INFORMATION

- >> Email:
lathamemerson@gmail.com
- >> Mobile number: (712)330-2938
- >> Portfolio:
www.emersonlatham.com

> EDUCATION

- >> B.S. in Journalism from Iowa State University
- >> Minors in Spanish and apparel merchandising and design
- >> Semester abroad in Spain at Universidad de Sevilla studying Spanish Culture

> MEDIA EXPERIENCE

>> DOTDASH MEREDITH

Digital Marketing Contractor | January 2024 – Present
Oversee social media commerce for several Dotdash Meredith brands, collaborating closely with editors to optimize strategies. Report on metrics for social initiatives and partnerships. Constantly monitor the best deals and products across the market to send out daily newsletters.

Better Homes & Gardens Editorial Apprentice | September 2022 – May 2023

Craft compelling news content to boost brand presence across social platforms and drive traffic, while ensuring alignment with brand voice. Proficient in utilizing SEO strategies to ideate data-driven stories. Skilled in product testing and evaluation.

>> THE ARENA GROUP

Freelance Commerce Writer | November 2023 – Present
Conduct product research and write commerce articles for multiple brands under The Arena Group umbrella, tailoring content to resonate with each publication's distinct voice.

>> BARSTOOL SPORTS

Social Media Viceroy | March 2021 – May 2023
Oversee Iowa State Chicks' Instagram, Twitter, and TikTok accounts, collectively boasting 18,000+ followers under my management. Conduct trend research and analysis to develop university-centric content that resonates with the students on campus.

>> INTERNATIONAL STUDIES ABROAD

Student Blogger | February 2022 – June 2022
Brainstorm content ideas, take photos and write stories for the study abroad program's blog site. The stories are posted to their website as well as their social media pages.

>> TREND MAGAZINE

Beauty Editor | August 2021 – December 2021
Collaborate with a team of editors to generate story ideas for the monthly online issues with a focus on beauty topics. Edit committee members' stories. Produce one story per semester for the print issue of the magazine with an emphasis on beauty. Attend weekly executive meetings as well as facilitate weekly committee meetings.

Editorial Committee Member | August 2020 – May 2021
Brainstorm story ideas, report and write for the online monthly issue of the magazine. Attend weekly committee meetings.

>> IOWA STATE DAILY

Reporter | August 2019 – May 2020
As a lifestyle and academics reporter, I would brainstorm story ideas, conduct interviews, report and write stories and attend weekly meetings.

> OTHER WORK EXPERIENCE

>> MAXWELL'S BEACH CAFÉ

Server, Hostess, Manager | May 2015 – September 2023
Progressed through various roles at this upscale restaurant, evolving from busser to hostess, then server, and ultimately to a managerial position. Cultivated problem-solving abilities, multitasking skills, customer service, and exceptional leadership.

