

# EMILY JOY LARSON

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## EDITOR | COPYWRITER | BRAND STORYTELLER

Growth-minded copywriter and editor with 5+ years of experience crafting high-performing messaging across email, social, web, and product campaigns. Skilled at translating complex product details into engaging, benefit-driven content that strengthens brand voice, drives conversions, and resonates with diverse audiences. Experienced in editorial strategy, cross-functional collaboration, and leveraging data and AI tools to optimize messaging at scale.

## EDUCATION

**Drake University—B.A. Journalism and Writing, 2020**  
Tapscott Reporting Award, Meredith Scholarship Award, Joe Patrick Green Eyeshade Award

## EXPERIENCE

### SEO Content Editor & Content Editor | Soma, Chicos FAS

November 2021 - Present

- Lead copy development across email, app, paid/organic social, SMS, and landing pages, maintaining consistent brand voice
- Partner with product, marketing, and creative teams to deliver conversion-oriented copy for product launches and seasonal campaigns
- Translate technical product details into clear, customer-focused messaging that highlights benefits and drives engagement
- Apply A/B testing and data insights to optimize copy performance, increasing clickthrough and retention rates
- Maintain editorial standards and consistency across multiple channels, coaching teams and using AI tools to scale content

### Contract Content Creator & Gallery Associate | Art Villain Gallery

June 2025 - September 2025

- Craft conversion-focused copy for web, social, and email campaigns, driving engagement and sales
- Collaborate on digital marketing strategy, audience segmentation, and campaign execution
- Produce educational and persuasive content for a diverse audience in a fast-paced, client-facing environment

### Digital Content Producer & Morning Producer | Channel 8 News KLVN

October 2020 - July 2021

- Produced breaking news and feature copy for broadcast, web, and social under tight deadlines
- Translated complex information into accessible, audience-friendly language
- Collaborated with editorial and technical teams to maintain clarity, accuracy, and tone across platforms

### Editorial Apprentice | Meredith Corporation

September 2019 - May 2020

- Supported editorial planning and production for lifestyle publications.
- Wrote and edited print and digital content, supporting cross-functional marketing campaigns.
- Contributed to consistent brand storytelling across platforms

## CORE SKILLS

- Brand Storytelling & Voice Development
- Copywriting & Editorial Strategy
- AI Copywriting Tools & Workflow Optimization
- Email, SMS, Social, Web, & Product Marketing Copy
- SEO & Conversion-Focused Content
- Lifecycle Campaign Messaging
- Cross-Functional Collaboration
- Project Management & Deadline Adherence
- Data-Driven Optimization (A/B Testing, Metrics Analysis)
- Tools: Adobe Creative Suite, Figma, G-Suite, Slack, CMS Platforms, Generative AI (ChatGPT, Gemini)

References available upon request.