


# EMMA DIETZE

*Driving Impact: Content, Copy & Campaign Execution*

 403-632-6003

 emmakdietze@gmail.com

 Emma Dietze

## EDUCATION

### MacEwan University

Bachelor of Communication Studies

Sept 2018 - Dec 2021

- 3.8 GPA

## CERTIFICATIONS

- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified Marketing Cloud Email Specialist
- From Likes to Leads: Interact with Customers Online Google Certification
- Attract and Engage Customers with Digital Marketing Google Certification
- Foundations of Digital Marketing and E-Commerce Google Certification

## SKILLS

- Copywriting
- Content Creation
- Client Relationship Management
- Social Media Marketing
- Project Management
- Account & Budget Planning

## TOOLS & PLATFORMS

Asana | Teamwork | Wrike | Klaviyo | Salesforce | Mailchimp | SendGrid | Hubspot | Canva | Google Workspace | Meta Business Suite | LinkedIn | Wordpress | Elementor Pro | Google Search Console | Google Analytics

## WORK EXPERIENCE

### LEAD, CONTENT & ACCOUNTS

SENSIBLE MARKETER INC. – REMOTE

*October 2024 - Present*

- Managing and nurturing relationships with top retainer clients, collaborating with strategists to plan and execute multi-channel marketing campaigns to meet client business goals
- Leading the content function, ideating, crafting, and refining content for client websites, social media platforms, emails, etc.
- Facilitating internal team collaboration & client coordination, ensuring stakeholders are aligned and equipped to produce deliverables
- Standardizing reporting, tracking, and project processes across accounts, boosting client satisfaction and visibility into project status

### MARKETING SPECIALIST

SENSIBLE MARKETER INC. – REMOTE

*November 2022 - October 2024*

- Supported email marketing execution for various clients, overseeing copy, creative direction, and project management, led by strategy
- Wrote and refined copy for blogs, websites, email campaigns, sales collateral, social media posts, strategy decks, and more, tailored to target audiences and utilizing brand voice
- Managed internal and client communications and feedback, ensuring deliverables were aligned with time and quality expectations
- Collaborated with cross-functional strategy, design, and development teams, supporting integrated project delivery and expanding foundational skills in each area

### COPYWRITER & MARKETING COMMUNICATIONS SPECIALIST

MOSAIC HOME SERVICES – EDMONTON, AB

*January 2022 - November 2022*

- Crafted and optimized blog and web content for 8 brands, improving SEO and keyword ranking
- Wrote high-converting ad copy for Google Search/Display and Meta ads to promote brand awareness, products, and services
- Ideated, wrote, and designed email campaigns through SendGrid & Hubspot to drive service sales and communicate key messages
- Managed social media strategy and content across Facebook, Instagram, and LinkedIn for 8 brands, increasing engagement, reach, and lead generation