

# Emily Kolars

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## GOAL

I'm hard working, detail oriented and excited to use my skills to create and develop digital content and strategy. My strengths include creating digital content, editing for style and grammar, collaborating with others and solving complex problems to ensure my team meets all its goals.

## EDUCATION

University of Missouri - Columbia

Bachelor of Journalism

Emphasis: Magazine Publishing

Honors College Certificate

Minor in Spanish

Graduation date: May 2014

## SPECIALTIES

Content Management

Editing

AP Style

Salesforce

Video/Audio Editing

InDesign

Photoshop

Wordpress

Spanish

## EXPERIENCE

### CONTENT SPECIALIST | JULY 2017 - PRESENT

3M (CONTRACT) | MAPLEWOOD, MINN.

- Creates a better user experience and engaging product content to drive sales of eCommerce and bCommerce products
- Optimizes content on 3M.com so it appears first in search
- Collaborates with division marketing teams to ensure content is accurate and conveys correct focus for target market
- Creates all assets in Oracle Content Management System
- Uploads assets to Salesforce

### ADMINISTRATIVE ASSISTANT | OCTOBER 2016 - APRIL 2017

ROBERT HALF | MAPLEWOOD, MINN.

- Created and designed infographics and quarterly company newsletter
- Updated and maintained company website to ensure content standards were met
- Opened new transaction files and completed processing duties
- Trained new front desk staff and coordinated meetings

### LANGUAGE & CULTURAL AMBASSADOR | SEPTEMBER 2015 - JUNE 2016

BILINGUAL EDUCATION DEVELOPMENT & ASSESSMENT PROGRAM (BEDA) | MADRID, SPAIN

- Planned and executed engaging English and science lessons using out-of-the-box methods to make English more accessible to students
- Corrected errors in grammar and pronunciation to prepare students for Cambridge Exams
- Managed classes of up to 20 students

### EDITORIAL ASSISTANT | MAY 2014 - JUNE 2015

THRILLIST MEDIA GROUP | NEW YORK, N.Y.

- Executed content strategy by sourcing photos, building and copy editing daily newsletters and a minimum of 14 stories per week
- Ensured deadlines were met by managing freelancers and priorities
- Wrote SEO friendly NYC news stories to drive new visitors to Thrillist.com
- Pitched stories for city and national features
- Managed Twitter accounts for seven Thrillist cities to increase website visibility

### PROTOTYPE DEVELOPER | JANUARY - MAY 2014

PUBLISHING & MANAGEMENT CAPSTONE | COLUMBIA, MO.

- Created *Host* magazine from concept to publication for a capstone journalism course in partnership with Meredith Corporation
- Developed, wrote and edited department and feature content
- Developed business plan and sales pitch
- Created print and tablet editions in collaboration with design team