



Emily Brauner

PORTFOLIO & CAPABILITIES

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About Me

Hello! I'm a marketing strategist based in Chicago who specializes in content creation, messaging frameworks, and rebranding.

As consumers increasingly crave authenticity and connection, generic marketing messages fall flat. By leveraging data insights and cultural nuance, I help brands craft campaigns that speak directly to the aspirations, values, and pain points of their audience, fostering genuine connections and building trust.



Clients



Copywriting • Web

Branding • Data An

Storytelling • UGC

Strategy • User Tes

My Values

Data-Driven Insights

I firmly believe the most persuasive content is backed in real, hard data. By leveraging data-driven insights, I uncover valuable trends, patterns, and consumer behaviors that inform my strategic decision-making.

Candid Communication

Clear and candid communication is the cornerstone of successful engagements. I strive to foster open dialogue and transparency, ensuring that goals, expectations, and challenges are communicated effectively from the outset.

Creative Foresight

I embrace forward-thinking approaches that combine creativity with foresight, encouraging brands to push the boundaries of creativity to drive meaningful results that resonate with audiences and differentiate brands in the marketplace.

My Working Process

At its core, my working process serves as a reliable compass, ensuring that I can seamlessly align client objectives with actionable strategies across a diverse array of projects. Having a foundational approach in place allows me to consistently meet client needs and guide brands from problem to solution with confidence and clarity.

1. Define Goals and Metrics for Success

2. Conduct Quantitative and Qualitative Research

3. Align on Strategy and Creative Direction

4. Execute Production

5. Analyze Performance and Provide Improvement Recommendations

Experience

Experience

Sr. Strategist | Ghost Note Agency

2020 - 2024

Spearheaded both internal and external initiatives, ranging from intricate go-to-market strategies and messaging frameworks to impactful rebrands and successful website launches. Crafted comprehensive digital strategies, dynamic copywriting, SEO optimization, and rigorous analytics services for a diverse array of B2B and B2C clients.

Digital Production Coordinator | Ocean Conservancy

2018 - 2020

Developed comprehensive strategies encompassing content creation, website development, social media engagement, and brand management. Managed creative contractors, implementing standardization, ensuring consistency, and establishing efficient procedures for content collection, management, and archiving.

Experience

Creative Consultant | GoDaddy Social

2018 - 2019

Utilized advanced photography techniques to capture compelling images of businesses and products, strategically tailored for commercial and social media applications. Implemented innovative visual strategies that consistently enhanced brand visibility and resonance, resulting in a notable increase in engagement for B2C marketing endeavors.

Social Media & Marketing Contributor | Modern Bar Cart

2018

Leveraged data-driven insights to produce compelling voice and tone guidelines that resonate with brand narratives. Established best practices for influencer collaborations, producing content pieces across channels that directly contributed to a notable 7.5% increase in product sales.



Capabilities

Project Management
Strategic Planning
Research + Data Analysis
Campaign Development
Client Management

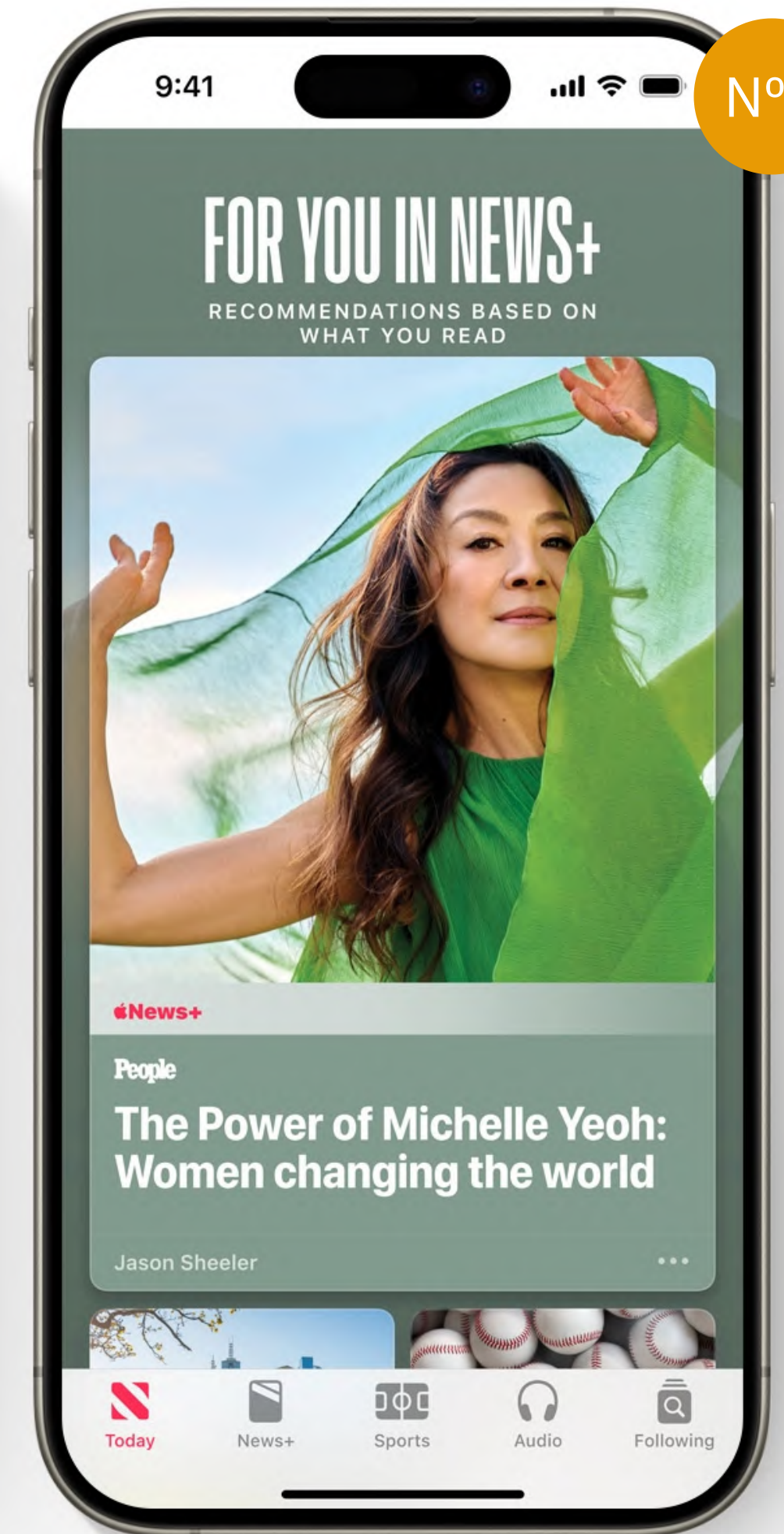
Case Studies

Apple Values

As Apple Values sought to **redefine the inclusivity and authenticity of Apple Services content**, I worked alongside team members to conduct a comprehensive discovery process, turning to diverse communities for insights. Through meticulous research, we identified opportunities for the Apple Values team to extend its impact within Apple's ecosystem, offering a **redesigned organizational structure** to meet communities where they are, uncover the nuances of successful **brand cultural celebrations**, and **drive influence** across Apple Services.

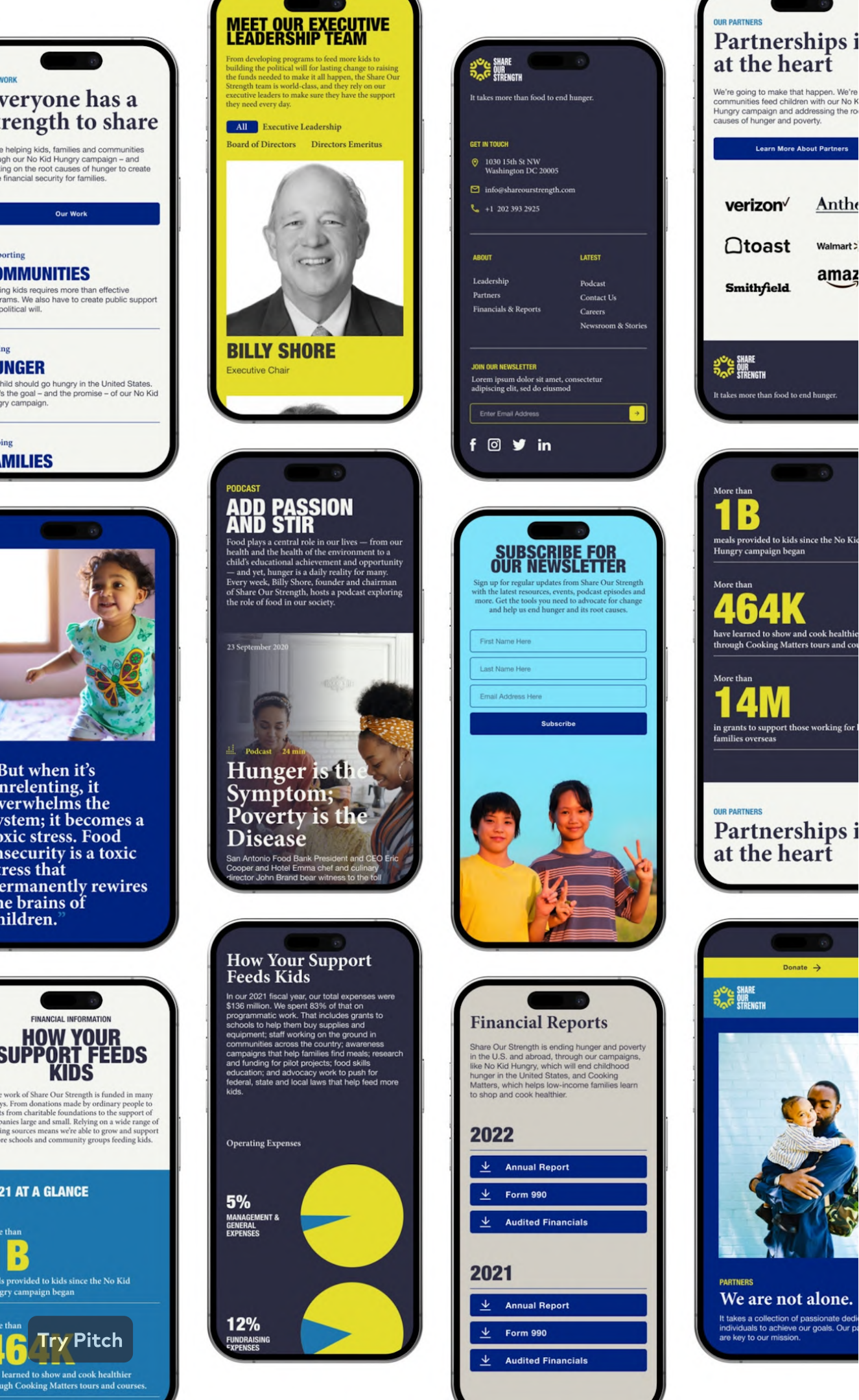
RESEARCH + DISCOVERY / CULTURE STRATEGY

Nº1



Share Our Strength

As lead strategist for Share Our Strength's web design, I organized a thorough research and discovery phase to **identify key pain points** within the organization and **chart a course for sustainable growth**. Alongside UX/UI designers, we created a flexible web tool that provides ample space for the organization to grow internally and externally, ensuring **longevity and adaptability** for years to come.



More than
1B
meals provided to kids since the No Kid Hungry campaign began

More than
464K
have learned to show and cook healthier through Cooking Matters tours and courses.

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1B
meals provided to kids since the No Kid Hungry campaign began

More than
464K
have learned to show and cook healthier through Cooking Matters tours and courses.

More than
14M
in grants to support those working for kids and families overseas



Headline About Partners Goes Here

Partners

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“But when it’s unrelenting, it overwhelms the system; it becomes a toxic stress. Food insecurity is a toxic stress that permanently rewires the brains of children.”

BY BILLY SHORE, EXECUTIVE CHAIR

KEEP IN TOUCH

SUBSCRIBE FOR OUR NEWSLETTER

Sign up for regular updates from Share Our Strength with the latest resources, events, podcast episodes and more. Get the tools you need to advocate for change and help us end hunger and its root causes.

First Name Here Last Name Here Email Address Here **Subscribe**



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First Name Here Last Name Here Email Address Here



Meet **OUR LEADERSHIP**

Get **INVOLVED**

Join **OUR TEAM**

How Your Support Helps

In our 2021 fiscal year, our total expenses were \$136 million. We spent 83% of that on programmatic work. That includes grants to schools to help them buy supplies and equipment; staff working on the ground in communities across the country; awareness campaigns that help families find meals; research and funding for pilot projects; food skills education; and advocacy work to push for federal, state and local laws that help feed more kids.

Operating Expenses

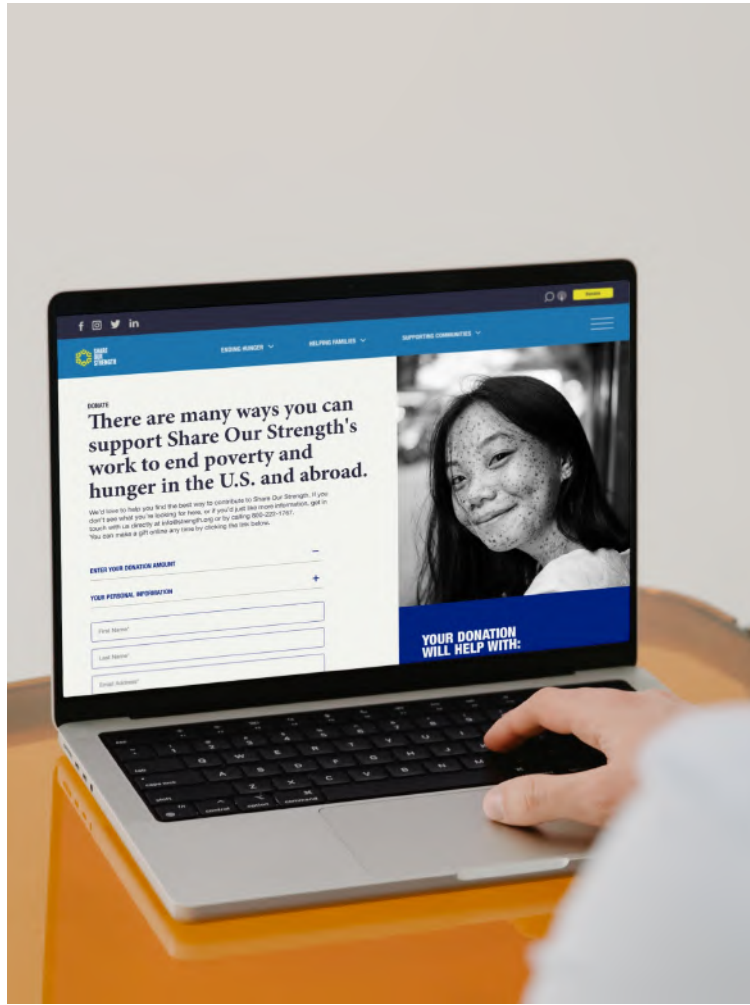
5% MANAGEMENT & GENERAL EXPENSES

12% FUNDRAISING EXPENSES

83% PROGRAM EXPENSES



“But when it’s unrelenting, it overwhelms the system; it becomes a toxic stress. Food insecurity is a toxic stress that permanently rewires the brains of children.”



VISIT THE WEBSITE

Obama Foundation

For the Obama Foundation's inaugural Democracy Forum, I spearheaded the development of a **comprehensive messaging framework and creative brief** that served as the foundation for the event's branding. Tasked with aligning the organization's vision of prioritizing solutions in the service of global democracy with a compelling narrative, we crafted a **brand story** worthy of the Foundation's ambitious strategy.

MESSAGING / EVENT DESIGN / BRANDING





Let's work together.



BRAUNEREMILY@GMAIL.COM / +804.536.6928