

EB

EMILY BADIOZZAMAN

London

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Emily Badiozzaman

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UNIVERSITY OF ABERDEEN
MA in International
Relations and Anthropology
(2:1)

Highly motivated
cross-platform editor
and creative video
producer

Experienced in
creating traffic-driving
content for publishers
and commercial
brands to hit KPIs

Proficient in digital
and print

Internationally
published

CMS, SEO, social
media and basic
Photoshop skills

PROFESSIONAL EXPERIENCE

- FEB 2017 - PRESENT
- HEARST MAGAZINES, Digital Commercial Editor**
- Produced digital co-branded content for **Esquire, Cosmopolitan, ELLE, ELLE Decoration** and **NetDoctor**. Output continuously surpassed benchmarks for VTR and dwell times
 - Oversaw content journey from pitch to publish, working closely with sales teams, art/video teams and writers to present and deliver successful content strategies within budget for clients such as **Dyson, Seiko, LG, Sleek MakeUp** and many more, resulting in multiple rebookings
 - Delivered 360 campaigns (including Instagram Stories and Snapchat Discover editions), in all formats from articles and videos to Facebook Canvas and interactive pieces
 - Suggested and worked with influencers and celebrity talent e.g. **Lily Cole** and **Victoria Magrath**
- JUL 2015 - FEB 2017
- FREELANCE EDITOR/JOURNALIST/COPYWRITER**
- Editorial work published in **Sunday Times Travel Magazine, The Telegraph, Telegraph.co.uk, ShortList.com, Stylist.co.uk, AskMen.com, GQ-Magazine.co.uk, Cosmopolitan.com, Men's Health, Women's Health, TimeOut Singapore, Tiger Air, Vision, Unboundlife.com** and more
 - Commercial copy written in the form of press releases, website content, company blurbs and campaign features for the likes of **Herschel, BUPA** and **PACK'D**
- SEP - NOV 2016
- CORQ STUDIO, Freelance Senior Digital Content Producer**
- Contributed cross-platform creative and publishing ideas to build the boutique studio's clients' digital strategies. Clients included **Ben's Cookies, Rita König** and **Sapar Contemporary**
 - Increased social presence and traffic to content hubs for all clients through content creation and platform management (sites and social including Instagram, Facebook and Snapchat)
 - Worked with client teams, agencies and external creatives to support delivery of digital strategy
 - Gathered news and stories, including video, photography and copy, to create compelling content
- JUN - SEP 2016
- THE TELEGRAPH, Freelance Multimedia Commissioning Editor**
- Operated as part of the Spark editors team, overseeing the ideation and execution of cross-platform sponsored content campaigns for **L'Oreal, John Lewis, Corsodyl, Lidl, Jet2** and more
 - Liaised with sales teams, design teams and account managers while managing timelines to deliver campaigns across multiple sectors including beauty, travel, health and lifestyle
 - Sourced and negotiated celebrities and talent to front campaigns
 - Translated client briefs into engaging campaigns by managing budget and freelance writers, editing and writing copy to Telegraph house style
- NOV 2015 - JUN 2016
- ELBI (APP), Senior Digital Content Producer**
- Developed content and communications strategy for V1 of **Natalia Vodianova's** philanthropy app
 - Managed social media accounts (Snapchat, YouTube, Instagram, Facebook, Twitter), wrote and managed company and external blogs and media coverage, wrote website copy, created in-app content, delivered success stories to users and developed potential content partnerships
 - Worked closely with the Charity Partnerships Director to brainstorm and create daily campaigns, which are the backbone of the app, while maintaining and building charity relationships
 - Responsible for hiring and managing junior members of the content team and editing their copy
- SEP 2014 - JUL 2015
- MEN'S HEALTH UK, Section Editor (Operating At)**
- Conceived and produced **Men's Health** orientated content for **Ask MH, TIME** and **back sections**
 - Content was used both online and in print - top stories accumulated over 55k views
 - Covered categories including food, nutrition, fitness, drugs, sex, relationships and grooming
 - Broadened the MH pool of ideas by bringing lateral thought and drawing inspiration from different information sources. Contributed to creative meetings including idea generation and cover lines
 - Managed budget and freelancers while sourcing experts and studies
- FEB 2014 - JUL 2015
- MEN'S HEALTH UK, Staff Writer**
- Formulated, pitched and wrote features (reads, chunks, infographic heavy, interviews, round-ups)
 - Sourced talent for the **MH Six-Pack Challenges**, which drive the biggest issues of the year
 - Managed regular franchises and pages as well as food and travel sections of **menshealth.co.uk**
 - Built relationships with PR companies
- AUG 2013 - FEB 2014
- FOOD AND TRAVEL, Research Assistant**
- Wrote travel guides, restaurant reviews and food product reviews
 - Assisted the editorial, sales and ads teams with research and image sourcing by liaising with PR companies and tourist boards

REFERENCES AVAILABLE ON REQUEST