

EMILY WHITE FELDMAN

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PROFESSIONAL HISTORY

Sierra Nevada Brewing Company

December 2017–February 2021

Tour Coordinator

Responsible for coordinating shift schedules for entire staff of 17 including hours worked, time off requests, and tours given. Created and maintained the entire schedule of tours given including customized VIP tours, monthly specialty tours, and special events. Tracked guest count, guest satisfaction, and KPI data analysis for use in determining tour prices.

Collaborated with the sales and marketing teams to accommodate all important clients, vendors, and distributors. I was designated as a People Leader and was responsible for the professional growth and development of a small team of employees. I was also responsible for creating an on-boarding schedule for new hires, and assisted in the interview process.

Civilogistix

May 2016–September 2018

Chief Content Curator

Developed all social marketing strategies. Wrote and edited all copy for website, blog, and email campaigns. Created, scheduled, and implemented all social media content across various social platforms including Facebook, Instagram, Twitter, Pinterest, Google Plus, and LinkedIn

CNN, Atlanta, GA

September 2012–May 2016

Content Coordinator, Image & Sound

Recorded and monitored all incoming video content, including affiliate network video, press conferences, and segments from live shows for later use within the network. Identified possible newsworthy elements, cut relevant clips, and passed potential newsworthy stories along to the appropriate news team or reporter.

Affiliate Newsgathering Rotation

Wrote and edited articles featured on CNN.com. News-gathered in all regions of the US using social media, affiliate news websites, phone calls, and any other means necessary. Coordinated daily with CNN's planning department to pitch stories, guests, and segments to CNN, CNNI, CNNE, HLN, and CNN.com

News Tip Specialist, Viewer Communications

Provided excellent customer service and expertise on all CNN programming, responding to any questions or concerns viewers may have via email, phone, and social media. Developed a relationship with viewers by corresponding and engaging via the CNN and HLN social media pages, phone, and email while maintaining the voice and brand of CNN. Gathered pertinent

viewer questions and comments in times of breaking news, drawing out areas of confusion or need for further clarification.

High Country Home Magazine, Boone, NC

May 2011- August 2012

Content Editor

Carried out daily office tasks including fact-checks, faxes, phone calls, invoices, employee scheduling, employee interviews, and intern training. Composed and edited feature articles eloquently describing high-end homes and businesses in the High Country of North Carolina. Created a professional online presence for the magazine and parent company by starting a blog, Pinterest, and Twitter pages while also maintaining and updating the existing Facebook page and website. Supervised photo shoot sessions, led team meetings, oversaw magazine layout and design, conducted on-site interviews, and facilitated communication between clients and staff throughout the production process

EDUCATION

Appalachian State University, Boone, North Carolina

2007-2011

Bachelor of Art, English

Minor in Communications

RELATED SKILLS

- iNews - Oasis - Newsource Portal - Microsoft Office Suite -Google Docs -WordPress - ResNexus - EventBrite - BrightCalendar - Survey Monkey - AnyRoad - Numerous social media platforms - Some Spanish language - Basic video editing - Basic HTML - Spredfast and Hootsuite social scheduling tools