



EMMA C. WINOWIECKI

Versatile communicator with over six years of public media experience and expertise in marketing, content creation, and fundraising.

emma-winowiecki.com | emmacwin@gmail.com | 231-645-0003

PROFESSIONAL EXPERIENCE

Michigan Radio/NPR | Ann Arbor, MI

Digital Communications Specialist | November 2021 – present

- Lead station-wide digital communications strategy that improves brand awareness, increases audience engagement, and converts listeners to donors.
 - Write marketing content, design media assets, and develop production calendar for Michigan Radio's website, social media, newsletters, and more.
 - Develop digital fundraising campaigns that have increased online giving for both fund drive and non-drive periods.
 - Oversee daily and weekly editorial newsletters that serve over 45,000 subscribers, which average a 37% open rate and 3% click-thru rate.
 - Ensure brand consistency across digital communications, platforms, and products.
- Manage digital projects across multiple departments.
 - Coordinate goal setting and strategy development for digital projects such as audience development initiatives, enterprise reporting, and podcasts.
 - Design and build new landing pages as needed, optimize the website for the best user experience, and monitor web analytics.
- Design graphics for all departments, including digital ads, print ads, and brand merchandise.

Digital Producer | November 2017 – November 2021

- Developed digital content for Programming, Development, and Marketing departments.
- Produced award-winning digital content and promotion strategies for special projects, including the Peabody Award-winning podcast, *Believed*.
- Wrote and edited digital news stories, and adapted on-air reporting for the web.

EDUCATION

Michigan State University | East Lansing, MI
September 2020 – May 2022
School of Communication, Arts & Sciences

Master of Arts: Strategic Communication
Graduate Certificate in Digital Media

University of Michigan | Ann Arbor, MI
September 2013 – April 2017
School of Literature, Science, and the Arts

Bachelor of Arts: Communication & Media
Studies and Film, Television, & Media

TECHNICAL SKILLS

Digital content creation

- Adobe Suite (Photoshop, Illustrator, Premier Pro, After Effects, XD)
- Canva

Social media management tools

- Sprout Social
- Hootsuite
- Facebook Business Manager

Organization and management

- Trello
- Slack
- Google Workspace
- Microsoft Office 365

Content management systems

- Grove (Brightspot)
- Salesforce CRM
- Wordpress

Email marketing platforms

- Constant Contact
- Pardot
- Mailchimp
- Hubspot

Web analytics

- Google Analytics
- Chartbeat

