

# Emily J. Shiffer

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## EXPERIENCE

**Lehigh Valley Health Network – Marketing Dept.,** Web Communications Specialist **Feb. 2017- Present**

- Manage and maintain Drupal site LVHN.org and LVHN Intranet; Google Analytics and Listings.
- Write internal communications. Produce LVHN Daily, our Wordpress platform for network news; quarterly readership over 200,000 pageviews
- Lead ‘LVHN Ambassador’ Program and launch of internal marketing campaign #LVHNProud.

**Freelance Writer**

**June 2012-Present**

- Write health, sex, nutrition and relationship stories for various sites and publications, including *Men’s Health, Prevention, Women’s Health, Runner’s World* and Brit + Co.
- Pitch ideas to editors and work via email to communicate edits and fact-checking to meet deadlines.
- Work with public and media relations colleagues and interview sources for stories.

**Rodale, Inc. – Prevention.com,** Associate Digital Web Producer

**Oct. 2014-Feb. 2017**

- Daily tasks included: content work in Drupal backend; Google Analytics and SearchMetrics SEO keywording and strategy; newsletter HTML coding and compiling in YesMail; Photoshop images.
- Winner of the *2015 Q1 Team Impact Award*, a peer-nomination company-wide honor recognizing outstanding work.

**Rodale, Inc. - MensHealth.com,** Junior Web Producer

**Dec. 2013-Sept. 2014**

- Worked daily in the Drupal CMS of MensHealth.com. Uploaded articles, SEO keywording, digital analytics, photo edited, and compiled weekly newsletters.
- Wrote online editorial pieces and attended weekly pitch meetings. Reached out to sources and arranged interviews via email or telephone.

**SUCCESS Magazine,** Social Media & Web Editorial Assistant

**Jan. 2013-Oct. 2013**

- Fact-checked, photo edited, and updated published articles in Drupal CMS for SUCCESS.com.
- Wrote for SUCCESS.com and managed social media accounts for SUCCESS clients.

**Rodale, Inc. - Men’s Health Magazine,** Editorial Fellow

**July 2012-Dec. 2012**

- Wrote and reported for front-of-book departments including “Ask Men’s Health,” “Bulletins,” and “How To Do Everything Better.” Contributed articles to the Style section on MensHealth.com.

## EDUCATION

**Northwestern University**

**June 2012**

**Medill School of Journalism, Media, IMC:** Journalism Major, Magazine Concentration

**Bienen School of Music:** Musicology Minor

## SKILLS

Drupal, HTML/CSS, Google AdWords, Google Analytics, Google Listings, Searchmetrics SEO Platform, Adobe Photoshop, Wordpress, Facebook Analytics, Twitter Analytics, Dreamweaver, Excel, Google Docs, Yesmail, Sitemaps.