

Emily Rose Prats

ERP247@GMAIL.COM | EMILYROSEPRATS.COM | [LINKEDIN.COM/IN/EMILYROSEPRATS](https://www.linkedin.com/in/emilyroseprats)

859.396.5808 | BROOKLYN, NY 11216

Fullstack Academy & Grace Hopper Program (acquired Apr 2019)

Content Lead

July 2018 - October 2019

- Drove \$1.25M in new revenue in H1 of 2019 with full suite of marketing content (website, email drips, ad copy, print collateral) across 2 new products
- Personally moderated 5 monthly events (50+ in a year) with an average of 20% conversion
- Generated \$500K+ in revenue (nearly 5X ROI, 23% increase in applications) with video marketing campaign (storyboard, script, direction, production, plus copy for landing page, emails, ads, social media)
- Produced 25+ DEI-focused thought leadership posts as part of web content seen by 500K+ visitors in H1 of 2019

Content Associate

September 2017 - July 2018

- Increased Twitter impressions by 10X (500K+ monthly), traffic from Twitter by 54%, traffic from LinkedIn by 75%
- Facilitated events, partnerships with Ladies Get Paid, Black Girls Code, Girl Develop It, Lesbians Who Tech
- Generated 150% increase in blog traffic (now 50-60K monthly visitors) with +30 pieces of content in 9 months
- Drove \$275K+ in revenue and 20% increase in cohort applications with video marketing campaign

CrowdJustice (early-stage legal startup - closed US office)

Head of Community

July 2017 - August 2017

- Supported site users, facilitated crowdfunding success in times of crisis (eviction, loss, police brutality, etc.)
- Mapped user journey, developed templates to empower users (call scripts, email drips, web copy, social)
- Built crowdfunding strategies for Public Rights Project, National Iranian American Council, and more

Pop Chart Lab (early-stage startup)

Social Media Consultant

March 2017 - June 2017

- Effectuated 2.4X increase in social media response rate by training team in community management
- Demonstrated 30% Facebook follower growth and 26% Instagram follower growth in just 3 months
- Drove 2.5X increase in social media content creation by building out editorial calendar

Brooklyn Bicycle Co. (early-stage startup)

Director of Digital Marketing

June 2014 - September 2016

- Produced 2 sold-out bike month events featuring panelists from TransAlt, People for Bikes, Black Girls Do Bike
- Increased Instagram following by +150% and Twitter following by +30% using only organic posts
- Achieved +150% increase in referral traffic with influencer strategy focused on underserved women's market
- Built cross-promotional partnerships with Levi's Commuter, Suit Supply, Brooklyn Industries, EvenOdd Creative

Additional Proficiencies

- Team management - Experience managing staff, contractors, relationships with partners and influencers
- Image editing, asset creation - 3 years editing and creating images in Photoshop
- Basic video/audio production - Demonstrated ability to record, edit, add basic effects

Education

- BFA from NYU/Tisch School of the Arts
- Accelerated graduation in 3 years with Honors
- Mental Health First Aid Certification

Continuing Education via...

- Interaction-Design Foundation (UX)
- General Assembly (Marketing, UX)
- Tech Ladies, Be Social Change (Facilitation)