

Emily M. White

ewhite09@gmail.com • emilymwhite.com • 908-461-0859
412 Second St. apt 1, Hoboken, NJ 07030

Summary creative flexibility: experience writing both short and long copy for business, fashion, health, and lifestyle print and online media outlets

Experience **Assistant Editor, *LDB Interior Textiles* magazine, New York, New York** **May 2007—present**

pitch, report, and write business and fashion-driven columns, features, profiles, and product stories for the home fashions/interior design industry • face of magazine at trade shows in Atlanta, New York, and Las Vegas • monitor both fashion and retail trends to develop editorial calendar • created site mock-ups to modernize *LDB's* online presence • conceptualized style and editorial directions for a redesign to further propel *LDB* as the only fashion-forward, features-oriented home fashions trade magazine

Quality Assurance Manager, Invision Consulting, New York, New York **May 2009—present**

develop and draft “secret shopper” templates with clients in hospitality industry to collect specific information regarding customer service in their restaurants and bars • streamline work flow to make sure clients receive accurate reports on time

Op/Ed Columnist, *Hoboken Progress*, Hoboken, NJ **June 2009—present**

pen a weekly column about town characters and apartment mishaps in a mile-square town across the river from NYC • editor solicited my work after reading my blog

Blogger, ConfessionsOfASplendaStealer.com **April 2008—present**

maintain personal blog about what it's really like to work and play in NYC on a small budget • interview contemporaries about their daily lives, food habits, hobbies, and how they make it all work in this crazy city

Freelance Writer **Nov. 2007—Jan. 2010**

pitched and wrote health food and wellness service pieces for women's lifestyle site *Sheknows.com* • executed guerilla marketing and blogged for women's health magazine *Prevention.com's* community buzz blogs • researched and wrote profile pieces of women entrepreneurs and behind the brand reporting for *BeE Woman* magazine • reported and wrote nightlife hotspot piece for *NewYorkOnTap.com*

Editor, Health Resources Publishing, Manasquan, NJ **Oct. 2006 – April 2007**

sole writer and editor of three monthly newsletters for a publisher of books and newsletters for health professionals

ASME Editorial Intern, *Food and Wine* magazine, New York, NY **Summer 2005**

interviewed chefs, hoteliers, and restaurateurs for front-of-book pieces and features for the September through December 2005 issues; investigated trends and recipes as editorial assistant for *2006 F&W's Cocktail Book*

Education **Franklin & Marshall College, Lancaster, PA** **graduated May 2006**

Bachelor's Degree in English Literature, art history minor; Advanced Studies in England, spring 2005

Mediabistro's Master Ad Writing course, New York, NY **July—Sept. 2010**

Skills Mac and PC proficient, Adobe Photoshop, Adobe Acrobat, Microsoft Powerpoint, Microsoft Excel, and Microsoft Word, Wordpress Content Management Systems