

Emaan Akbar

Experience

RENT THE RUNWAY

Associate CMS Manager | Sep 2021 - Oct 2023

- Owned all content management operations and programmed all marketing and creative updates across Rent The Runway's website & app
- Ensured the quality of site pages, leading QA testing in staging and production environments
- Performed A/B tests in order to optimize conversion and overall digital experience
- Authored documentation and recorded video tutorials of CMS information & processes and trained stakeholders
- Collaborated with cross-functional stakeholders across marketing, creative, revenue, merchandising and engineering teams to ensure timely delivery of all CMS updates per established deadlines, using tools such as JIRA, Asana and Airtable

PBS

Multiplatform Marketing Project Coordinator, American Portrait | April 2020 - June 2021

- Conceptualized social media strategy across Facebook, Twitter & Instagram to drive viewership and UGC submissions, including managing the editorial calendar & posting schedule, and creating daily social media posts for Facebook, Twitter & Instagram
- Served as liaison between PBS & external producers, from website build-out to promotion and maintenance
- Reviewed all copy & design on website to ensure optimal user experience and consistency with PBS voice & branding
- Reviewed, packaged and uploaded all video assets to website, YouTube and Facebook accounts, writing copy and metadata and creating imagery as needed
- Monitored and moderated conversation on social posts during livestream events
- Reviewed and provided feedback on content and copy for paid social campaigns
- Compiled social & digital updates for internal PBS newsletters

Social & Digital Coordinator | Aug 2019 - April 2020

- Wrote social copy and scheduled posts on PBS Facebook, Twitter and Instagram accounts
- Distributed digital assets used by partners, talent and stations via DAM
- Wrote PBS.org articles to promote PBS programming

UPWORTHY

Social Media Associate | Dec 2016 - July 2019

- Independently managed all Upworthy social channels and newsletters with a combined total audience of over 12 million followers
- Produced daily and weekly newsletters featuring curation of top stories
- Strategically distributed organic and branded content on Facebook, Twitter and Instagram
- by monitoring concurrent visitor traffic on Google Analytics to meet monthly comScore
- unique goals
- Targeted organic and paid Facebook posts according to relevant group interests and demographics
- Wrote social copy for Facebook, Twitter and Instagram posts in keeping with signature Upworthy voice and framing
- Repackaged content from outside publishers to fit Upworthy voice for traffic swap
- crossposting partnerships
- Pioneered usage of Facebook Stories with views averaging 78,000
- Performed data analysis to source high-performing site content to repackage and repost Coordinated branded Twitter chats with participation from influencers, organizations, and Twitter users, regularly delivering tens of millions of timeline impressions
- Planned and provided coverage of live events on Twitter and Facebook Stories
- Wrote product copy for GOOD Media Group's e-commerce apparel brand PSA Supply Co. Posted daily Instagram stories highlighting top-performing stories
- Maintained health of social pages through community management and engagement with followers

Education

University of Wisconsin-Madison | 2012-2016 | BA: English Literature; Gender & Women's Studies



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