

EMMA CLAYTON

Strengthening brands, reaching new audiences, and nurturing relationships through strategic communications, impactful content, and dynamic engagement marketing.

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WORK EXPERIENCE

Kino Lorber Media Group (MHz Choice) | Remote

Engagement Marketing Director

January 2026 – Present

- Develop and execute integrated, cross-channel marketing and communications strategies that drive measurable engagement and retention across diverse consumer segments, with demonstrated results in customer interaction and retention.
- Partner with program and content teams to co-design campaigns and materials tailored to diverse audiences; support PR outreach strategy by collaborating on publication targeting, media messaging, and positioning to effectively reach key audiences and stakeholders.
- Oversee brand consistency across all channels while enabling flexibility for channel-based approaches, ensuring strong voice and tone in all consumer-facing communications across a portfolio of streaming services.
- Supervise and mentor employees in content creation and audience engagement best practices, resulting in more innovative content and stronger performance across platforms.

** Note: Adopted these responsibilities starting July 2025 prior to official title change.*

Engagement Marketing Manager

August 2023 – December 2025

- Lead content strategy and creation for MHz Choice and Kino Film Collection emails, social media channels, and blogs.
- Analyze social media and email performance data, translating metrics into actionable insights that drive content strategy decisions.

Michigan Public (NPR) | Ann Arbor, MI

Digital Communications Specialist

November 2020 – August 2023

- Developed digital communications strategies to increase audience engagement, convert listeners to donors, and drive investment from corporate sponsors.
- Key leader in cross-departmental digital projects, such as fundraising campaigns, award-winning editorial projects and podcasts, and external partner enterprises.
- Managed branding across platforms and products by creating brand-use guides as well as designing digital ads, social media templates, email templates, landing pages, and merchandise.

EDUCATION

Michigan State University | East Lansing, MI | 2022
School of Communication, Arts & Sciences

Master of Arts: Strategic Communication with a
Graduate Certificate in Digital Media

University of Michigan | Ann Arbor, MI | 2017
School of Literature, Science, and the Arts

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

TECHNICAL SKILLS

- **Email Marketing:** Hubspot, MailChimp, Klaviyo, Constant Contact
- **CMS Management:** Wordpress, Salesforce
- **Project Management:** Monday.com, Trello
- **Social Media Management:** Buffer, Sprout
- **Web Analytics:** Google Analytics

CREATIVE SKILLS

- **Graphic Design:** Adobe Suite & Canva
 - Brand management, social media graphics, email templates, web design
- **Writing:** Email and social media marketing, SEO blogs, press releases
- **Copy Editing:** AP Stylebook, Chicago Style