

EMMA LOEWE

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Journalist with an interest in environmental issues. Compelling storyteller with superior writing, research and editing skills, and ability to complete numerous projects under deadline. Experience in digital and print with an understanding of social media and branded content.

EDUCATION

DUKE UNIVERSITY, Durham NC

May 2015

B.A. Environmental Science & Policy

- Minors: English and Visual Media Studies

Senior Independent Study

- In-depth multimedia project exploring North Carolina's local food movement that culminated in a writing and photography exhibit

UNIVERSITY OF SYDNEY, Australia

July – November 2013

- Four-month study abroad program
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COMMUNICATIONS AND DIGITAL MEDIA EXPERIENCE

MINDBODYGREEN.com

September 2015 – Present

Associate Green & Home Editor

- Brainstorm, research, write and track articles and series that appeal to the wellness website's readership of 10+ million/month
- Recruit and collaborate with unpaid contributors and freelancers to further develop the site's home and sustainability content
- Chosen to write a variety of branded content series for advertising partners such as Target
- Write compelling titles, deks and social media copy
- Facilitate and maintain content partnerships with thought leaders including WWF, EWG, Food Tank and InsideClimate News

Editorial Intern

June 2015 – September 2015

- Edited copy and wrote articles across sections

THE DUKE CHRONICLE, Durham NC

April 2014 – May 2015

News Photography Editor and Contributing Journalist

- Trained and managed a staff of 40 student photographers for the paper's 110th volume, which went on to win the Online Pacemaker Award for journalistic excellence
- Collaborated with news staff to determine weekly photo opportunities, obtained permission to cover events on and off campus, and pitched assignments to the photography team
- Oversaw the photo editing process in Photoshop for print and online under strict daily deadlines
- Contributed photography and writing across departments, published both in print and online

INDY WEEK, Durham NC

January 2015 – May 2015

Intern

- Worked independently to compile story ideas, contact sources and write news articles for the Triangle's alternative weekly with a print circulation of 35,000

JOURNAL OF YOUNG INVESTIGATORS

January 2014 – May 2015

Journalist

- Developed story ideas, conducted interviews and drafted feature articles for the Journal's science news and science career departments

ROCK THE VOTE, Washington DC

May – July 2013

Digital Intern

- Managed the nonprofit's Google Adwords account, ultimately increasing traffic to its website
- Performed data analysis on national voter turnout results in Excel and assisted the marketing department with voter outreach

DUKE UNIVERSITY GARDEN, Durham NC

January – May 2013

Columnist and Online Consultant

- Wrote articles about local flora and fauna, published online and in *The Herald Sun* newspaper
- Maintained a social media campaign across platforms (Facebook, Pinterest, Twitter) to increase attendance at the garden's community events

ENVIRONMENTAL ADVOCACY

BLOOMBERG L.P, New York NY

May – August 2014

Sustainability Intern

- Conducted research to compile data on existing corporate responsibility initiatives and effectively presented a summary report to company executives
- Designed strategies to reduce supply waste in Bloomberg offices, ultimately causing its NY headquarters to adjust its printing approach and edit its office-supply buying guidelines
- Contributed sustainability writing published on Bloomberg News online

DUKE UNIVERSITY LAB WORK, Durham NC

August 2011 – December 2012

Student Researcher

- Worked in the Wright Lab, researching fire's role in controlling the distribution of plant ecosystems
- Conducted maintenance work in Duke's Research Greenhouse, one of the most extensive in the country