

# EMILY T. WARD

Journalism | Fashion Media | English



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## SKILLS

Adobe InDesign & Photoshop  
AP Style  
Avid iNews  
Camayak  
Copy Editing  
Final Cut Pro X  
Microsoft Office Suite  
SEO  
Social Media  
WordPress

## EDUCATION

### BACHELOR OF ARTS

Journalism & Fashion Media  
Minor in English  
Southern Methodist University  
Dallas, TX | 2012 – 2016  
GPA: 3.7

Danish Institute for Study  
Abroad | Copenhagen, DK  
Journalism, European Literature  
and Fashion  
January – May 2015

SMU-in-Taos | Taos, NM  
Photography  
May 2014

## AWARDS

OUTSTANDING ACHIEVEMENT  
IN FASHION MEDIA  
Scholarship, creative talent and  
community involvement

HILLTOP SCHOLAR  
High academic achievement  
and interests in both leadership  
and service

PROVOST SCHOLARSHIP  
Academic vigor and leadership

## EDITORIAL EXPERIENCE

### COPYWRITER + MARKETING ASSISTANT

The Style Scribe | January – April 2017

- Developed content and wrote copy for the style site and its social media channels
- Managed and improved marketing campaigns while overseeing all collaborations

### EDITOR

SMU Fashion Media | January – May 2016

- Directed story meetings for SMU's fashion journalism course and edited the Blog, Top Pick and On the Boulevard sections of the corresponding style news site
- Curated original content for consistent posts on Facebook, Instagram and Twitter

### FASHION EDITOR

SMU Campus Weekly | May 2015 – May 2016

- Generated ideas and wrote three or more stories a week for the fashion section of SMU's independent, student-run newspaper and website
- Explored topics such as campus trends, style pop culture and the fashion industry
- Supervised a team of contributing writers twice a week, assisting each in reporting, writing and publishing a story in under two hours
- Designed and finalized pages in Adobe InDesign at weekly production meetings

### EDITORIAL ASSISTANT INTERN

D Home & D Weddings | August – December 2015

- Rewrote the floral and paper portions of *D Weddings* Bridal Guide and interviewed recently engaged and married couples to create the Real Weddings section
- Fact-checked stories featured in *D Home* and *D Weddings*, updated the events calendar and wrote blogs, blurbs, features and FOBs for online and print
- Reintroduced Ask The Expert, a need-to-know column for the soon-to-be married

### EDITORIAL INTERN

Arizona Foothills Magazine | June – August 2015

- Wrote two weekly online articles and a story a month for the physical publication, including interviewing guests from musical protégés to Arizona Cardinals players
- Fact-checked stories featured in *AZ Foothills*, managed the social calendar and attended local events, such as restaurant openings, to cover online and in print

## LEADERSHIP & ADDITIONAL EXPERIENCES

### STYLIST

J.Crew | October 2016 – Present

- Proactively greet and assist store customers by offering exemplary service and style recommendations to generate sales

### SALES ASSOCIATE

Talulah & HESS | September 2016 – Present

- Offer customers impeccable and timely service while providing accurate product descriptions and ensuring all merchandise is represented on the floor

### CREW MEMBER

The Daily Update | August 2014 – May 2016

- SMU-TV's weekday morning and afternoon student-run news broadcast, contributed to the 6 a.m. crew call twice a week
- Performed teleprompter, floor director, still store, camera and audio positions