

EMILY DALAMANGAS

ON THE MAP MARKETING LLC

MARKETING CONSULTANT / COPYWRITER / CONTENT CREATOR

ABOUT ME

For 20 years, I worked in marketing and communications for leading media companies. I was on the business side of media in roles that supported the advertising sales team.

I gained great insights into how to best market – and more importantly sell – across a wide range of categories comprising financial, retail, packaged goods, technology, travel, and health. I know how to successfully leverage online, social media, mobile, events, and other marketing platforms to optimize brands.

This deep knowledge of the intersection of marketing, advertising, and media is something I carried over when I launched On the Map Marketing LLC.

CONTACT

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ON THE MAP MARKETING LLC HIGHLIGHTS

PORTFOLIO onthemapmktg.com/portfolio

SKU IQ write B2B blog posts targeting small business retailers about inventory management software

TRICENTIS B2B editing, proofreading, and writing for this global leader in continuous testing and automation

CHARITYVEST case studies, e-guides, and blogs for a modern charitable giving account for individuals and employers

IOAUDIO a series of blog posts about listening for this SaaS startup that converts documents into streaming audio

DIGITALOGICA SEO web copy, blog posts, emails, and social media captions for this agency's clients across home, creative makers, family and baby, gardening, and travel

GRANDMA'S LOVE advise on the website and social media for this nonprofit focused on childhood hunger

PAST EXPERIENCE

Thomson Reuters / Reuters.com > Marketing Director
Condé Nast > Associate Marketing Director
Crain Communications > Marketing Manager
Book Magazine > Marketing Manager
Hearst Corporation > Marketing and Sales Coordinator

EDUCATION

SYRACUSE UNIVERSITY
S.I. Newhouse School of Public Communications
Bachelor of Science, Advertising

DIGITALMARKETER Certified Copywriting Specialist

EMARKETING INSTITUTE SEO Certification