EMILY BLUMBERG

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PROFESSIONAL EXPERIENCE

KRAMERS BOOKSTORE - Washington, D.C. ***May 2026 - Present***

Literary Community Manager

- Create and manage all social media content @kramerbooks for 60k+ cumulative followers across platforms, producing creative and informative graphics and videos garnering up to 50k views per post.
- Facilitate all communications, planning, and execution for two to three events per week, including author talks, private galas, and midnight book releases ranging from 30-300 attendees.
- Write the weekly Kramers newsletter for 50k+ recipients, producing a new written piece for each edition focused on the literary and cultural happenings of the week with an average ~45% open rate.
- Planned and executed Kramers' 50th birthday party for ~400 customers in partnership with various local businesses and nonprofit organizations, resulting in a 30% increase in sales (+$5k) from a typical Saturday night.

HOW WE MADE YOUR MOTHER - Remote/New York, NY ***April 2025 - Present***

Digital Content Producer

- Create and manage all social media content @howwemadeyourmother for 200k+ cumulative followers across platforms, producing interactive, engaging short form videos to promote the *How I Met Your Mother* rewatch podcast hosted by star Josh Radnor and co-creator Craig Thomas.
- Consult with the podcast production team on all creative, financial, and logistical decisions to ensure sustained enthusiasm and buzz surrounding the show.
- Assisted marketing efforts for Craig Thomas' debut novel, *That's Not How It Happened* in partnership with HarperCollins to generate interest and increase sales from the *How We Made Your Mother* audience.

FREELANCE WRITER, EDUCATOR, AND PRODUCTION ASSISTANT - Various ***June 2024 - Present***

- Write longform nonfiction pieces for national and local outlets including *Teen Vogue*, *The 51st*, and *Autism Spectrum News* exploring how larger political and social systems shape everyday life.
- Founded the Purple Line Collective, a collaborative centering emerging writers and creators in the D.C. area through a monthly newsletter (*The Purple Line*), writing workshops, and digital content.
- Develop and facilitate educational workshops for local writers to foster creativity and reflection across the city in partnership with Little District Books, Capitol Hill Arts Workshop, and The Writer's Center.
- Served as a Production Assistant on the 2024 election special of *Billy on the Street,* collaborating with producers to streamline the filming process in conjunction with actors Billy Eichner and Will Ferrell.

C-SPAN - Washington, D.C. ***May 2025 - May 2026***

Production Assistant, Book & American History TV

- Created graphics and reviewed all Book & American History TV content prior to air, significantly expanding my literary and historical knowledge while developing a cohesive experience for TV and digital viewers.
- Provided logistical support for producers during tapings for Book TV's interview show, *America's Book Club*, featuring esteemed authors including Jodi Picoult and John Grisham.
- Initially began tenure as a Network Associate—C-SPAN's 15-month postgraduate fellowship program—but was promoted to the Production Assistant role after four months with the social media and communications team.

PUBLIC BROADCASTING SERVICE (PBS) - Arlington, VA ***June - Aug. 2024***

Station Services Engagement Intern

- Wrote promotional content and editorial pieces for the nationwide PBS internal employee portal highlighting local station climate and civics news programming successes, reaching over 2,500 employees across 350 PBS stations.
- Conducted and compiled interviews with 20+ local PBS stations to gain critical insight on the needs, interests and operations of nonprofit news organizations across diverse nationwide markets.

EDUCATION

UNIVERSITY OF MICHIGAN - Ann Arbor, MI ***Sept. 2020 - May 2024***

- **Majors:** Communications and Creative Writing. **GPA:** 3.92/4.00