

# EMILY SPICER

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## SUMMARY

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Accomplished, highly adaptable content creator and program manager with experience in sales enablement collaborating with multiple teams and stakeholders to create internal and client-facing solution content. Award-winning, deadline-oriented journalist with an entrepreneurial, player-coach mentality and 15+ years' experience as an editor and department head managing and developing writers and other creatives, planning and executing content strategy, writing, and developing reporters.

## EXPERIENCE

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### AUGUST 2022 – PRESENT

#### SALES ENABLEMENT MANAGER, DELOITTE

Established a new sales enablement content program for Advisory managed services to create and house both client-facing and internal education assets to help account teams sell more effectively. The program encompasses multiple solutions, technology assets, domains, industries, and offering portfolios.

##### **Content creation, enablement initiatives:**

- Collaborate with/interview solution and industry leaders to:
  - Establish list of priority content and delivery timeline, communication cadence
  - Tailor messaging to address market changes, client questions and feedback
- Collaborate with solution/product SMEs to create sales enablement collateral including client-facing product overviews and external discussion/pitch decks, as well as internal education overviews, sales playbooks, call scripts, FAQs, client stories, etc.
- Independently lead cross-functional team collaboration and project manage other initiatives such as sales campaigns:
  - Align sales ops, design, marketing, and internal stakeholders on delivery strategy and timeline, ensuring alignment on messaging, brand integrity and compliance
  - Keep track of deliverables and timelines, manage stakeholders, ensure timely communication, proactively identify challenges to be prioritized by team

##### **Content housing, strategic communication management:**

- Collaborate with tech teams to architect and maintain new internal webpages to house content for optimized seller experience, findability
  - At the 1-year mark in February, unique visitors to our pages were up 113.4% and page views were up 109.2%
- Project manage internal and external communications to ensure dissemination/awareness of all sales enablement collateral and other potential sales resources

### NOVEMBER 2012 – AUGUST 2022

#### FEATURES & FOOD EDITOR, SAN ANTONIO EXPRESS-NEWS

Newsroom leader heading features team and its coverage of San Antonio's diverse culture, arts and entertainment, and food for stories on our subscriber site, [ExpressNews.com](http://ExpressNews.com), and for print.

- Managed team of reporters, columnists, and editors
- Led several section revamps and launched new food and wine guide, new 50+ leisure magazine, new weekend entertainment guide, new weekly pandemic medical/consumer guide, new graduation special section
- Established content strategy and editorial standards for department; brainstormed, assigned, and edited stories with an eye toward those goals
- Collaborated closely with digital team to develop strategies to boost audience metrics and grow digital subscribers, exceeding online goals by almost 200%, with each reporter exceeding their individual goals
- Launched and hosted 2 weekly food podcasts and wrote weekly food, entertaining columns
- Led story promotion on social media

- Collaborated closely with marketing team for special events including panel discussions, and yearly food guide-related tasting event

### **MARCH 2009 – NOVEMBER 2012**

#### **BUSINESS EDITOR, SAN ANTONIO EXPRESS-NEWS**

Newsroom leader heading business department team and its coverage online and in print of South Texas' unique business ecosystem, from oil and gas booms and auto manufacturing to home builders and family businesses. Products included the daily Business section, as well as the Real Estate, Drive and Business Express sections, with similar duties as described above.

### **APRIL 2006-MARCH 2009**

#### **REAL ESTATE EDITOR, SAN ANTONIO EXPRESS-NEWS**

Launched new Saturday and Sunday Real Estate sections, leading a new team covering area real estate issues for those sections as well as for the daily business section, with similar duties as described above.

### **MAY 2005 –APRIL 2006**

#### **PR MANAGER, NEIMAN MARCUS – SAN ANTONIO**

- Developed and executed store's media strategy and messaging, aligning with brand standards and messaging
- Organized and hosted up to five special events (in-store and on location) a day, each with an associated ROI goal and budget

## **EDUCATION**

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### **MAY 1998**

#### **2 BACHELOR'S DEGREES, UNIVERSITY OF TEXAS AT AUSTIN**

- Journalism and Plan II, a liberal arts honors program

## **BOARD SERVICE**

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### **AUGUST 2017 – PRESENT**

#### **OFFICER, IMMEDIATE PAST PRESIDENT, SOCIETY FOR FEATURES JOURNALISM**

- Various board officer positions held, including President Oct. 2021-Oct. 2023

## **CONTENT TYPES**

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- Long- and short-form story writing and editing for print and online
- Internal and client-facing decks and other assets, including sales presentations, solution one-pagers, client stories, RFP responses, and more
- Writing and editing columns/opinion pieces
- Blog post writing and editing
- Podcasts and videos: Writing scripts and hosting
- Panel discussions and public interviews/Q&As: Prepping participants and participating

## **TOP SKILLS**

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|----------------------------------|--------------------------------|
| • Communication                  | • Coaching                     |
| • Problem solving                | • Creativity                   |
| • Leadership                     | • Critical thinking            |
| • Teamwork and collaboration     | • Attention to detail          |
| • Program and project management | • Bilingual (Spanish, English) |