

# EMILY A. KAYSER, MBA

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Based in the Washington, DC / Baltimore, MD region

## Digital Strategy Leader

*Connecting People and Ideas to Drive Success*

Accomplished digital media professional recognized for developing and executing major projects to benefit audiences across platforms and channels. Unique background combines editorial strategy and marketing acumen with formal business education to provide smart, user-focused content and communications choices. Proven experience working across functional silos and with internal and external clients<sup>3</sup> to build relationships and deliver results. Recognized as a creative, dynamic leader with superb interpersonal and collaborative skills in both heavily-siloed and highly-matrixed environments.

### Digital Content Strategy | Cross-functional Leadership

Program Management | Audience Development | Team Building / Management

## PROFESSIONAL EXPERIENCE

### SOCIETY FOR NEUROSCIENCE (SfN) Washington, DC · 2019 to Present

*Nonprofit providing year-round programming and professional development opportunities to 35k+ members from 95 countries worldwide.*

#### Director, Digital Strategy

Department head leading content strategists, science writers, site producers, social media specialists and product managers who build, maintain and promote two of the Society's primary web touchpoints, [sfn.org](http://sfn.org) and [Neuronline](http://Neuronline), a member benefit site offering professional development opportunities for neuroscientists. Charged with leading strategy development for organic social media and member email outreach for both ongoing communications efforts and Neuroscience 2019, the Society's in-person annual meeting that attracted 28k attendees.

- Successfully integrated employees from a traditional communications department with digital strategists to form a modern digital strategy function encompassing all primary member communications channels (web, email, organic social).
- Established the product management function to centralize ownership of roadmaps for the Society's user-facing and internal digital tools. Developed an existing employee as the company's first-ever product manager.
- Championed a user-centric, data-focused approach to content and product decision making and a refactoring of the Society's Google Analytics & Tag Manager implementation. Routinized a user testing program to improve member insights through a meaningful and actionable learning agenda. Implemented in-person focus groups, site surveys, remote user insights via UserTesting.com, and HubSpot A/B email testing.
- Owned the Society's portfolio of core digital tools and services (Sprout Social, HubSpot, SiteImprove, etc) and worked collaboratively with Information Technology (IT teams) and third-party vendors to iteratively improve digital experiences.
- Worked collaboratively with Marketing, Scientific Publications, Development & Operations, and Digital Learning Media directors to identify and implement year-round sponsorship and revenue strategies from content and digital events.

### PUBLIC BROADCASTING SERVICE (PBS), Arlington, Virginia · 2012 to 2019

*Nonprofit broadcaster of educational and public interest programming.*

#### Director, Digital Programming · 2015 to 2019

Led a team of 9 to plan, build, measure, maintain and retire digital content for a portfolio of 400+ sites that collectively serve 15M+ unique visitors per month. Responsible for growth of digital and broadcast audiences and initiatives to increase engagement and time-on-site. Charged with developing new pipelines for high-quality, low-cost content opportunities for both PBS broadcast and digital-first initiatives, and with developing revenue opportunities through both subscription growth and product sales.

- Executed first-ever comprehensive overhaul of 30+ sites in the [Ken Burns portfolio](#). Developed campaign metrics in consultation with marketing and analytics units and implemented user tracking and user testing to create baseline. Utilized results to develop a plan to increase user engagement as well as book and DVD sales, and provide a future upgrade path for this asset.

- Led cross-functional team that planned, designed and produced the digital experience for [The Vietnam War](#). Built out a Stackla [user-generated content \(UGC\) experience](#) that garnered a record 25K+ submissions and launched a site that generated a spike in sign-ups for Passport, PBS stations' streaming video service for members.
- Headed digital strategy development and directed day-to-day operations for Campaign Connection, a site that highlighted the best 2016 election coverage from NPR, PBS and local public media stations. The site included an innovative content feed utilized 20+ local stations, and was nominated for a 2017 Webby Award for best Political Blog / Website.
- Forged a new relationship with a PBS member station to add a local blog to the national [Call the Midwife](#) site, increasing social engagement and accounting for 10% of unique pageviews on the site in Year 1. Subsequently expanded the local-to-national content pipeline to include partnerships with a dozen stations for Arts, Public Affairs and Drama content.
- Collaborated with digital product leadership team to define requirements and business rules for [Passport](#), a subscription video on demand service for PBS members, and a redesign of the PBS video portal with a focus on increased revenue opportunities including direct purchase access and upsell messaging.
- Partnered with NET Nebraska Assistant General Manager on development of [Watershed](#), a first-of-its-kind digital-first 360 Natural History series. Series was honored with a [2020 Region 5 Edward R. Murrow Award](#) for Multimedia.

#### **Senior Manager, Web Production · 2012 to 2015**

Managed the website production pipeline for prime-time program websites ranging from small one-off specials to [Independent Lens](#) documentaries to large ongoing series including [Masterpiece](#), [Nature](#), [FRONTLINE](#), and more. Supervised a team of program managers and site producers.

- Justified doubling team size via an analysis that showed that producer sites generated 78% of sponsorship revenue and \$2M in product revenue annually at a cost of just \$200 - \$10,000 each.

#### **AOL, Dulles, Virginia · 2007 to 2012**

*Global internet services and media company.*

#### **Senior Manager, Global Search Marketing & Product Integration · 2008 to 2012**

Spearheaded distribution of browser toolbars, custom browsers, desktop gadgets, search ads, and Hot Searches modules to drive recirculation, user engagement and revenue across all corporate websites and products. Initiated cross-functional collaborations to launch and measure digital campaigns. Performed product optimization testing for high profile, strategic products. Oversaw search market analysis with competitive audits, market trend analysis, and comprehensive user feedback. As lead editor liaison, cultivated strong relationships between AOL and the DMOZ (Open Directory Project) international volunteer community.

- Implemented improved tracking and analysis on a \$40M / year product and grew revenue to \$52M / year.
- Spearheaded a company-wide product audit focused on standards compliance and search integration best-practices. Presented findings to C-level executives and executed a follow-up plan to bring products up to standard.
- With a cross-functional team, planned, developed and iterated display campaigns to maximize search usage and revenue.
- Received recognition as a member of the Top Talent mentorship program.

#### **Product Manager, Network Search Integration · 2007 to 2008**

Conducted internal research and one-on-one stakeholder interviews to determine tracking practices for various channels. Directed iterative product testing and supplied regular competitive analysis of key products to benchmark against industry best practices. Managed tracking and educated internal users on the operation and revenue potential of toolbars.

#### **ADDITIONAL EXPERIENCE**

*Details available upon request*

- M.B.A. Consulting Experience: WORLD BANK, SRA INTERNATIONAL, BEN & JERRY'S
- Graduate Business Intern, Sales Development: WASHINGTONPOST.NEWSWEEK INTERACTIVE
- Web Content Manager: WATER ENVIRONMENT FEDERATION
- Web Designer & Content Producer: NATIONAL WILDLIFE FEDERATION

#### **EDUCATION**

**Master of Business Administration**, American University, Washington, DC

**Bachelor of Arts, English**, George Mason University, Fairfax, Virginia