

EMILY SPICER

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SUMMARY

Accomplished, highly adaptable sales enablement program manager and storyteller with experience collaborating with multiple leaders, teams, and stakeholders to create internal and client-facing go-to-market (GTM) content. Background as award-winning, deadline-oriented journalist with a player-coach mentality and 15+ years' experience as an editor and department head managing and developing teams of writers and other creatives, planning and executing content strategy, and writing.

EXPERIENCE

AUGUST 2022 – PRESENT

SALES ENABLEMENT MANAGER, DELOITTE

Established and maintained a new sales enablement GTM program for Advisory managed services to create and house online a content library of both client-facing and internal assets for multiple solutions/services, technology assets, domains, industries, and offering portfolios.

- Collaborate with solution/product SMEs to create GTM assets, including client-facing product overviews, proposal packs, internal education overviews, sales playbooks, FAQs, client stories, case studies, etc.
 - Establish list of priority content and delivery timeline, communication cadence
 - Tailor messaging to address market changes, client questions and feedback
- Collaborate with various leaders and stakeholders to architect and maintain new internal webpages to house content library and GTM assets for optimized accessibility and findability
- Lead cross-functional team collaboration and project manage other initiatives such as sales campaigns, large RFP responses:
 - 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
- Collaborate with functional leads, technical leads, and delivery teams to create internal and client-facing GTM assets for a Deloitte delivery accelerator platform and its individual modules to articulate capabilities and benefits for ambassadors, sales stakeholders, and clients. Assets include:
 - Platform and module overview slides and decks
 - Short overview videos and longer demo videos, including all script writing/storyboarding, recording, editing, and voiceovers
 - Tailored demo videos, slides to support pursuits

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, and for print.

- Collaborated closely with digital team to develop strategies to boost audience metrics and grow digital subscribers, exceeding online goals by almost 200% as a department, with each reporter exceeding their individual goals
- Managed team of reporters and editors to:
 - Establish individual audience goals and content strategy

- Brainstorm, assign, and edit stories with an eye toward those goals
- Lead story promotion on social media
- Hosted two weekly food podcasts and wrote weekly food, entertaining columns
- Collaborated closely with marketing team for special events, including panel discussions and yearly food guide-related tasting event

APRIL 2006 – NOVEMBER 2012

EDITOR, SAN ANTONIO EXPRESS-NEWS

- **Business Editor:** Led business department team and oversaw coverage of area business issues for the daily Business section, as well as the Real Estate, Drive and Business Express sections, with similar duties as described above
- **Real Estate Editor:** Led team covering area real estate issues for Saturday and Sunday Real Estate sections, as well as for the daily business section

MAY 2005 – APRIL 2006

PR MANAGER, NEIMAN MARCUS – SAN ANTONIO

- Developed and executed store's media strategy, aligning with corporate brand standards/messaging and collaborating with vendors
- Planned, executed, and hosted up to five special events (in-store and on location) a day, each with an associated ROI goal and budget and requiring collaboration with multiple internal and external teams

TOP SKILLS:

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|----------------------------------|--------------------------------|
| ● Communication | ● Coaching |
| ● Problem solving | ● Creativity |
| ● Leadership | ● Critical thinking |
| ● Collaboration and teamwork | ● Attention to detail |
| ● Program and project management | ● Bilingual (Spanish, English) |

EDUCATION

MAY 1998

2 BACHELOR'S DEGREES, UNIVERSITY OF TEXAS AT AUSTIN

- Journalism and Plan II, a liberal arts honors program

BOARD SERVICE

AUGUST 2017 – PRESENT

IMMEDIATE PAST PRESIDENT, SOCIETY FOR FEATURES JOURNALISM

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