

Emily Balsler

(440) 213-2715 | emily.n.balsler@gmail.com | www.emilybalsler.com

PROFESSIONAL SUMMARY

Creative marketing professional who turns big-picture ideas into focused, high-performing campaigns. Brings experience across B2C consumer marketing, B2B education technology, and content strategy, with a strong emphasis on purposeful storytelling that drives measurable results. Proven track record of leading initiatives from concept through execution, including programs reaching 50,000+ partners and generating 1M+ global engagements.

Multi-faceted marketer with expertise in:

Campaign Management – Cross-functional Collaboration – Vendor & Partner Management
Content Strategy – Copywriting – Project Management – AP Style

EXPERIENCE

Integrated Marketing Specialist

November 2022 – April 2026

OverDrive, Inc.

- Lead Sora Sweet Reads, an annual K–12 summer reading program delivering 100+ curated titles to school partners; drove 1M+ program checkouts globally
- Spearhead School Stars, an annual partner competition recognizing schools for promoting Sora; manage end-to-end execution from concept through launch
- Orchestrate cross-functional campaigns for Back-to-School, End-of-Year, and Audiobook Month; partner with email, creative, analytics, and paid media teams to drive performance
- Designed and implemented a streamlined outreach request process, scaling physical marketing fulfillment to 50K+ school partners across the U.S. and Canada
- Manage strategic partnerships with Book Creator, Oxford Languages, and NCTE to develop co-branded content and webinar programming; present campaign performance to sales and marketing leadership
- Launched Marketing Corner, an internal communications initiative keeping the North American Schools business unit aligned on key marketing updates

Education Product Support Specialist

January 2021 – November 2022

OverDrive, Inc.

- Onboarded and supported 600+ schools, districts, and BOCES across New York; managed 200+ monthly partner inquiries while maintaining high service quality recognized by partners and leadership
- Delivered 140+ virtual training sessions in 2022, including monthly product roadmap presentations to all New York BOCES stakeholders
- Developed a Content Bundles presentation adopted company-wide and featured at FETC 2022; created an Authentication Best Practices resource distributed nationwide
- Contributed to the OverDrive Schools Blog, establishing a foundation for transition to the marketing team

Program Director

June 2015 – January 2021

The Little Gym

- Conceived and launched two original B2C campaigns — Homecoming and Share the Love — later adopted by The Little Gym International across its global franchise network
- Planned and executed integrated, multi-channel campaigns spanning email (Constant Contact), social, Facebook Events, in-gym signage, and community partnerships
- Led weekly team meetings, analyzed performance metrics, and coached staff to achieve enrollment and retention targets

-
- Developed curriculum for the WonderKids preschool program aligned to Ohio Early Learning Standards; created on-brand graphics and promotional video content

Graduate Teaching Assistant, English Dept.
The University of Akron

August 2013 – May 2015

- Independently developed curriculum and taught Composition I and II; collaborated with university leadership and industry professionals to demonstrate real-world applications of writing

EDUCATION & CERTIFICATIONS

Bachelor of Arts / The Ohio State University
English, Research Distinction
Journalism

Masters of Arts / The University of Akron
English Literature

Graduate Certificate / New York University
Summer Publishing Institute

TECHNICAL & MEDIA SKILLS

Salesforce – Canva – HubSpot – Constant Contact – WordPress – Wix
Google Analytics – Microsoft Sharepoint – Microsoft Copilot – Microsoft Office Suite