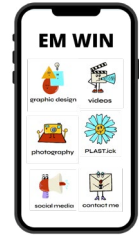




EMILY WINBERRY.

Marketing and Communication Specialist



emwinberry.com



LOCATION
LOS ANGELES



EMAIL
EM.WINBERRY
@GMAIL.COM



WEBSITE
EMWINBERRY.COM

EDUCATION

California Polytechnic State University,
San Luis Obispo CA
SEPTEMBER 2014- JUNE 2018
Bachelor of Science:
Environmental Earth Science

SKILLS

Project Management
Filming and Video Editing
Event Planning
Adobe Suite (Photoshop, Illustrator, Premier Pro, After Effects)
Constant Contact
Canva
Facebook Ads Manager
Excel
Smartsheets
Drone operating

WORK EXPERIENCE

▶ **Marketing and Communications Specialist** - Athens Services, Los Angeles
MAY 2021 - PRESENT

- Oversee company presence across all social platforms (Instagram, YouTube, Facebook, LinkedIn)
- Manage social media content calendar with both paid and organics marketing campaigns
- Create original content for feed and story posts on social channels (@AthensServices on IG and YouTube)
- Film, edit and produce a variety of videos including motion graphics.
- Design ads, sales collateral, and RFPs using InDesign and Photoshop
- Work collaboratively across marketing, creative, and sales team to support company initiatives on social media channels
- Plan, coordinate, and manage events for communities, company achievements, and employee celebrations
- Contributed to the increase in Instagram engagement rate by 25%, followers on all socials by 25%, and YouTube Impressions by 20% annually

▶ **Recycling Coordinator** - Athens Services, Los Angeles
SEPTEMBER 2021 - MAY 2021

- Conduct business site visits, intensive recycling training, and waste assessments per City of LA's Zero Waste Franchise, RecyclA
- Consistently one of the top performers in effective outreach on my team
- Lead comprehensive recycling and composting training in person and through zoom
- Use creative techniques to gain public interest in the importance of Recycling

▶ **Water Conservation Assistant** - LBWD, Long Beach
MAY 2019 - SEPTEMBER 2021

- Assist and co-manage water conservation programs for indoor and outdoor water efficiency through outreach, education, and coordinated events and activities
- Effective project planning for events and project development
- Partner with public affairs to strategize project plans, promote marketing and outreach media, and build support for emerging program opportunities

PROJECTS

▶ **PLAST.ick** - Small Business Owner

Combining my passion for environmentalism and creativity, PLAST.ick was born. After collecting plastic from the beach, this trash is recycled (by me) into home goods and jewelry. Through collaborating with other like-minded environmentalists, I have transformed this hobby into monthly community beach clean-ups, pop-up sales, and an opportunity for me to hone my marketing, event planning, and collaboration skills. Check out @ew_PLAST.ick on Instagram