



# EMILY WINBERRY

## ABOUT ME

I'm born and raised in sunny Long Beach, CA. I have a camera, a notebook, and trinket on me at all times. I'm drawn to building meaningful connections through storytelling.

## CONTACT

em.winberry@gmail.com

emwinberry.com

IG: @winberry\_world / @em\_win

## EDUCATION

**California Polytechnic State University,**

San Luis Obispo, CA

Bachelor of Science:

Environmental Earth Science

## SKILLS

Adobe Suites (Illustrator, Photoshop, Premiere pro, InDesign), CapCut, TikTok Ads Manager, Sprout Social, Jira, Asana, ClickUp, Facebook Ads Manager, Meta, Wix site manager, Mail Chimp, Facebook Business Suite, Google G-Suite, Notion, Canva, Drone Operation, Photography, Videography, Sewing, pottery, Hand Building, Jewelry Making, Gift Giving

### **Creative | Big Bud Press | July 2026**

- Conceptualize and lead full-package visual campaigns for new collections, product drops, sales, and promotions, overseeing styling, set design, tone of voice, and overall creative direction.
- Produce and edit photography for e-commerce, social media, billboards, and in-store marketing, ensuring cohesive visual storytelling across platforms
- Develop, pitch, and execute weekly creative concepts for e-commerce, lifestyle, and in-studio photoshoots from concept through final delivery
- Create engaging short-form video content for social media and digital marketing using Adobe Premiere Pro and CapCut

### **Social Media Manager | Offe Market | October 2025 - May 2026**

- Planned and executed in-person photo and video shoots, creating engaging content around E-Commerce, lifestyle and fashion trends.
- Manage social media calendar to support brand activations, product launches, sales, and events and maintaining consistent messaging across all platforms
- Film, edit and produce social content while ensuring brand integrity, style consistency, and audience engagement

### **Lead Event Video Producer | November 2025**

- Led social media video production for a 3-day live event, capturing and delivering real-time, high-engagement content.
- Conducted on-camera interviews with high-profile guest speakers, developing compelling questions and adapting dynamically on-site.

### **Social Media Manager | Cleo AI | April 2024- April 2025**

#### **Content Creator | Cleo AI | March 2023 - April 2024**

- Maintain a consistent brand voice across all social media channels
- Achieved 2x growth in monthly active users by spearheading strategic social media content, stunts, and activations driving acquisition and engagement
- Work closely with contracted influencers to expand on brand reach
- Review metrics regularly to ensure effectiveness of visual hooks and copy leading to an increase in engagement across socials by 150% compared to previous year
- Act as a key stakeholder in brand refresh prioritizing collaborating with leadership and third-party agencies

### **Video Marketing Coordinator | Athens Services | May 2021 - April 2023**

- Developed and grew the company YouTube and Social Media channels from the ground up.
- learned the basics of video production, lighting, set design, editing, motion graphics, color and sound editing.
- Drove company initiatives of new customer acquisition through production of evergreen social media marketing content, including bespoke graphics and video content pieces.

### **Recycling Coordinator | Athens Services | September 2021 - May 2021**

- Conducted business site visits, recycling training, and waste assessments per City of LA's Zero Waste Franchise, RecycLA

## PROJECTS

### **Winberry World | April 2020 - Present**

- Small business that merges a passion for environmentalism and creativity through upcycled art
- Host craft workshops, conduct educational seminars for businesses and organizations promoting recycling awareness and actionable steps for sustainability (Ilia Beauty, Cleo AI, local community centers)

### **Art Mart | Graphic Design and Events Planning | 2024 - 2025**

- assistant organizer of Art Mart, a craft market supporting small businesses in Los Angeles and serving as a mutual aid fundraiser, overseeing event planning, flyer design, vendor outreach, and logistics coordination.