

# EMILY WINBERRY

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## EXPERIENCE

### Social Media Management | Self Employed | Los Angeles, CA | June 2023 - Current

- Create and execute social media strategies for multiple long-term clients, driving audience growth and engagement
- Produce and edit platform-specific video content for podcasts, small businesses, entrepreneurs, events, and more
- Manage editorial calendars and provide strategic consultations
- @offemarket @allisonoconor @arnoldmyintbna @experience\_velocity @ew\_plast.ick

### Social Media Manager | Cleo AI | Hybrid/Los Angeles, CA | March 2024 - April 2025

- Manage content calendar and quarter budget for all social media channels
- Contract influencers and content creators to evolve the brand and maintain social media trend fluency.
- Plan and manage campaigns from start to finish - lead meetings, allocate responsibilities, and collaborate with design, product, growth, and email marketing teams
- Plan and produce in-house video content and photography
- Present on monthly KPI performance
- Lead and managed key components of brand redesign across all social media channels

### Content Producer | Cleo AI | Hybrid/Los Angeles, CA | April 2023 - March 2024

- Brainstorm, edit, produce, and publish engaging static and video content for social channels
- Stay up to date on social trends and find ways to apply them to our unique brand voice
- Manage and maintain relationships with content creators, influencers, and management companies through briefs, negotiating contracts and rates, providing detailed feedback.
- Work both independently and collaboratively in a fast paced start-up environment

### Social Media Manager | PTTOW | Los Angeles, CA | January 2023 - June 2023

- Manage all aspects of Social Media for a high profile membership club
- Consultation duties included sending KPI reports with suggestions for performance optimization.

### Social Media Manager | Your Marketing Coach | Los Angeles, CA | October 2022 - June 2023

- Edited, produced, and posted engaging static and video content for the social channels of a weekly podcast
- Consultation duties included sending KPI reports with suggestions for performance optimization.

### Video Marketing Coordinator | Athens Services | Los Angeles, CA | May 2021 - April 2023

- 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 | Los Angeles, CA | September 2021 - May 2021

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

## PROJECTS

### Winberry World

- sewing, crafting, set design, photography, video production and editing, creating my world

### PLAST.ick | Small Business Owner | April 2020 - Present

- Small business that merges a passion for environmentalism and creativity through upcycling trash into hair clips
- Organize and lead beach cleanups, fostering a community around environmental impact
- Conduct educational seminars for businesses and organizations, promoting recycling awareness and actionable steps for sustainability

### Art Mart | Graphic Design/Events Planning | February 2023 - Present

- Co-organizer of Art Mart, a craft market supporting small businesses in Los Angeles and serving as a mutual aid fundraiser, overseeing event planning, vendor outreach, and logistics coordination.
- Design promotional materials including flyers, posters, and social media content.

## EDUCATION | 2018

California Polytechnic State University,  
San Luis Obispo, CA  
Bachelor of Science: Environmental Earth Science

**SKILLS:** Adobe Suites, TikTok Ads Manager, Sprout Social, Jira, Asana, ClickUp, Facebook Ads Manager, Meta, Wix, Mail Chimp, Facebook Business Suite, Google G-Suite, Notion, Canva, Drone Operation, Photography, Videography CapCut, Premiere Pro, Sewing, Hand Building, Jewelry Making