



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 - Current

- 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.